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We would thank the management for their support and encouragement. We express our sincere thanks to the reviewing panel for their suggestions. We considerably appreciate all the authors and the members of the research forum for their tireless effort to make this issue of Marian 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.

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

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Title : It should be short & informative

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

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

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

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



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Isolation of halobacterial species from Salt pan soil

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ABSTRACT

Halophiles are organisms that can tolerate and grow in hypersaline environment. Halophilic and halotolerant microorganisms are found in all three domains of life: Archea, Bacteria and Eucarya. Halophilic bacteria are a rich source of biotechnologically important molecules like enzymes, pharmaceuticals, antibiotics etc. They are also applied in various fields of biotechnology like drug discovery, cancer screening, biodegradation, oil refining etc. A part from their biotechnological applications they are also rich sources for genes with novel functions that can be manipulated in genetic engineering. They also significantly contribute to the field of stress biology as model organisms for studying the mechanism of stress tolerance in higher organisms.

The current study focuses on isolation of novel halophilic bacterial species from sal pans of Thoothukudi District. Six bacterial colonies were isolated from the salt pan soil sample of Muthiahpuram village in Thoothukudi District. Among the six isolates, two of the colonies (MS1 and MS2) exhibited antibacterial activity. Salt tolerance of the bacteria was analyzed and two colonies MS1 and MS4 were found to be moderately halophilic and tolerated sodium chloride concentrations upto 1.5%. The isolate MS1 was a gram positive coccus, whereas the bacterial isolate MS4 was gram negative rod.

Key Words: Halobacteria, Archea, Salt Pan, antibacterial activity Extremophiles

INTRODUCTION

Halophilic microorganisms or the salt loving bacteria are extremophiles, found as normal inhabitants of highly saline environments. They are mainly represented, by the halobacteria (extremely halophilic aerobic Archaea), the moderate halophiles (Bacteria and some methanogens) and several eukaryotic algae. These extremophilic microorganisms are already used for some biotechnological processes, for example halobacteria are used for the production of bacteriorhodopsin, and the alga *Dunaliella* is used in the commercial production of β - carotene. The potential applications of halophiles include the production of polymers (polyhydroxyalcanoates and polysaccharides), enzymes, and compatible solutes. These extremophiles are also being used in enhanced oil recovery, cancer detection, drug screening and biodegradation of residues and toxic compounds (Ventosa and Neito, 1995)

Halophilic bacteria thrive under high salt environments such as solar salterns, salt lakes and salt mines which contain large populations of these organisms. The metabolic patterns of halophiles are diverse when compared to their terrestrial counterpart and obligate halophiles. Recently many reports have been published on the production of pigments from halophilic bacteria and its applications. Studies have also demonstrated several biotechnological potentials of halophilic bacteria such as pigments, exopolysaccharides, biopolymers, biosurfactants, enzymes, compatible solutes, antioxidants, antimicrobial compounds and anti-tumor agents (Ventosa and Neito, 1995).

Antioxidants are natural substances which protects the body from free radicals. It helps to prevent oxidation, which can cause cell damage, thereby boosts immune function and possibly reduce the risk for infections, cardiovascular diseases and cancer. Carotenoids, vitamin-C, vitamin-E, selenium, flavanoids and polyphenols are the most common antioxidants. Many marine organisms including micro and macroalgae are known to produce antioxidant substances. However, the production of antioxidant substances from pigmented halophilic microbes are less reported. In this regard, the present work was aimed to isolate pigmented halophilic bacteria and to study its antioxidant activity .

Halophilic microorganisms which live in saline environments throughout of their different adaptation mechanisms produce metabolites with great potential. Some of its biomolecules has been studied and applied in industrial processes, such as exopolysaccharides, carotenoid pigments, bacteriorhodopsin etc. beside certain enzymes especially hydrolases (pectinases, amylases, proteases, lipases, etc.) are important. Recent researches on halophilic microorganisms and their biomolecules has increased around the world. Saline environments such as saline lakes or saline soils are excellent sources for isolation of halophilic microorganisms. However, few saline environments have been studied in depth in order to evaluate the special characteristics of halophilic biomolecules. The importance of halophilic microorganisms for biotechnological industries, methods for their isolation; techniques for physiological, taxonomical and molecular characterization have been highlighted so as to establish them as important source for enzyme production (Garcia et al. 2015). Because of the growing interest in the study of secondary metabolites from marine environments these hypersaline ecosystems could be highly promising habitats for the discovery of microorganisms capable of producing novel and useful bioactive compounds. These extremophiles have been reported to have antibacterial activity (Kamat and Kerkar, 2011)

Another major thrust recently is isolation of genes for salt stress resistance which can be used for mitigating salt stress in crop varieties. The halophilic organisms are major resources of genes that confer salt resistance. The extremophiles have a wide range of adaptive mechanisms that makes them to tolerate the extreme environmental conditions. The molecular mechanism behind the salt tolerance is governed by a number of genes that are present in these organisms. These microorganisms can be hampered for their genes, that can be used for genetic engineering of plants for salt stress resistance. Salinity stress is one of the major factors negatively affecting growth and productivity in living organisms including plants and bacteria resulting in significant losses worldwide. Therefore, it would be fruitful to develop salinity stress tolerant useful species and also to understand the mechanism of stress tolerance that simulate the production of bioactive osmotic compatible solute which are of great significance to cope with hostile salt stress conditions, and to have industrial and pharmaceuticals applications as well. A prerequisite for molecular studies is the identification of genes involved in the accumulation of compatible solutes. It becomes important to investigate organisms that harbor these genes, by isolating halophilic / halotolerant bacteria (Das et al. 2015).

The current work focuses on isolation of halophilic/halotolerant bacterial species and their characterization. The isolated microorganisms can be identified and characterized for the adaptive mechanisms involved in salt tolerance.

MATERIALS AND METHODS

Materials: The chemicals used for the experiment like LB, NaCl, Ethanol were purchased from Himedia. The components of Gram Staining was purchased from Spectrum Reagents and Chemicals Pvt. Ltd.

COLLECTION OF SOIL SAMPLE

Soil sample was collected from salt pan soil in Muthaiahpuram village in Thoothukudi District. Soil sample was collected from the depth of 10-12 inch in sterile polythene bag and samples were kept at room temperature until used.

ISOLATION AND SCREENING OF BACTERIA :

5 g soil suspension was suspended in 1 ml of 0.9% sterile sodium chloride (NaCl) solution and vortexed. The soil suspension was serially diluted by taking 100 µl of the sample in suspending it in 90 µl of 0.9% NaCl. Serial dilution was done till 10⁻⁶ dilutions. From each dilution 100 µl of the sample was plated on Luria Bertani (LB) agar plates and incubated for 72h at 37 °C for isolation of different bacteria.

PATCHING OF INDIVIDUAL COLONIES:

From the initial plates individual colonies was patched on LB medium using tooth picks. The colonies were incubated at 37°C for one day. The master plates were maintained in 4°C for further analysis.

ANALYSIS OF SALT TOLERANCE

LB media was prepared by adding 2%, 5%, & 10% NaCl. The bacteria from the patches were quadrant streaked on to the LB plates with different concentrations of NaCl and incubated for 24h at 37°C . The growth was observed in each concentration and recorded in table. Growth in all the 4 quadrant is indicated with '++++' symbol, growth in 3 quadrants is indicated with '+++ ' symbol, growth in 2 quadrants is indicated with '++' symbol, growth in 1 quadrants is indicated with '+' symbol, and no growth is indicated with '-' symbol.

GRAM STAINING:

A smear of the bacterial culture was made on a glass slide. The culture was heat fixed by heating the slide on a flame. After fixing the bacteria crystal violet was added and left for staining for 5 minutes. After 5 minutes of incubation the slide was washed and dried. Gram's iodine was added and left for 5 minutes. The slide was washed. 95% alcohol was added for decolouration and left for 5 minutes. The smear was counter stained with saffronin for 5 minutes and dried. After counterstaining the slides were observed under the microscope for Gram negative and Gram positive bacteria.

Results

ISOLATION OF BACTERIA FROM SALT PAN SOIL SAMPLES

Bacterial species were isolated from salt pan soil samples. 5 gm of soil sample was suspended in 1ml of 0.9% saline. The suspension was serially diluted and plated on LB medium and incubated at 37°C for three days. Growth was observed three days post inoculation. A lawn of colonies was observed in 10^{-2} and 10^{-3} dilution. Individual colonies were observed in plates where 10^{-4} and 10^{-5} dilutions were plated (Fig. 1)



Fig. 1. Serial dilution of soil samples

OBSERVATION OF COLONY MORPHOLOGY

Colonies were observed for their morphology. About six colonies with distinct morphologies were observed. Two of the colonies had fried egg appearance with pinkish shade. One of the colonies had a smooth margin (Table 1). There were two colonies with yellow shades. Individual colonies from plates where 10^{-2} and 10^{-3} dilutions patched on to a fresh LB plates (Fig. 2).

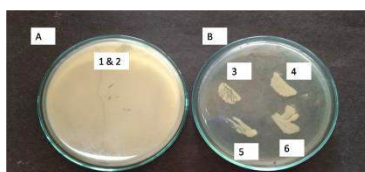


Fig. 2. Morphology of individual colonies on LB plate

After one day of incubation, colonies 1 and 2 grew as a lawn and they were not distinguishable (Fig. 2A). Colonies 5 and 6 had a whitish shade and had smooth margin (Fig. 2B). Colonies 3 and 4 had a yellow shade and had similar morphology (Fig. 2B). The results are summarized in Table 1. Henceforth the colonies 1, 2, 3, 4, 5 and 6 would be labeled as MS1, MS2, MS3, MS4, MS5 and MS6 respectively for convenience of the experimental procedures.

Table 1. Morphology of the bacterial colonies

CHARACTER	MS1	MS2	MS3	MS4	MS5	MS6
SIZE and SHAPE	Large and irregular	Large and irregular	Large and oval	Large and oval	Small and oval	Small and oval
PIGMENTATION	Mild pink	Mild pink	Yellow	Yellow	Whitish	Whitish
MARGIN	Irregular	Irregular	Smooth	Smooth	Smooth	Smooth
ELEVATION	Slightly elevated	Slightly elevated	Slightly elevated	Slightly elevated	Slightly elevated	Slightly elevated

COLONIES WITH ANTIBACTERIAL ACTIVITY

The bacterial colonies MS1 and MS2 which were isolated from the salt pan soil sample showed a distinct zone of clearance around the colony. The growth of other colonies in the plate was inhibited by antibacterial molecules produced by the colonies MS1 and MS2. This shows that these two colonies show antagonistic activity against other bacterial species in the plate, which specifies its putative antibacterial activity (Fig. 3). Further experiments have to be performed to prove its antibacterial activity. Further experiments have to be performed to prove its antibacterial activity.

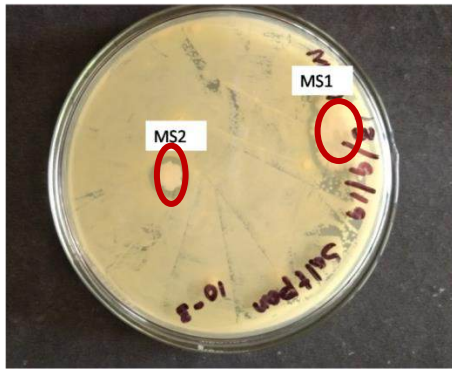


Fig. 3. Colonies MS1 and MS2

ANALYSIS OF SALT TOLERANCE OF THE BACTERIAL COLONIES

The bacterial colonies MS1 and MS4 were analyzed for the salt stress tolerance. These two colonies were streaked on LB medium with high concentration of sodium chloride. LB medium has 0.5% NaCl. For preparation of LB medium with high concentration of salt NaCl was added to the medium, while preparing it. NaCl to the final concentrations of 2% , 5%, and 10% W/V concentrations was added and poured to petriplates and the colonies were quadrant streaked.

Analysis of colony MS1

The colony MS1 was analysed for it's salt tolerance (Fig. 4). The MS1 colony was quadrant streaked on LB medium containing 0.5%, 2%, 5% and 10%. The bacterial colony grew as a confluent lawn on 0.5% and 2% NaCl. The growth was comparatively less in 5% NaCl containing medium. The colonies tolerated 10% NaCl, and grew on plates with LB supplemented with 10% NaCl. (Fig. 4). Hence it is confirmed to be a halophilic bacteria. The results are summarized in Table 2.

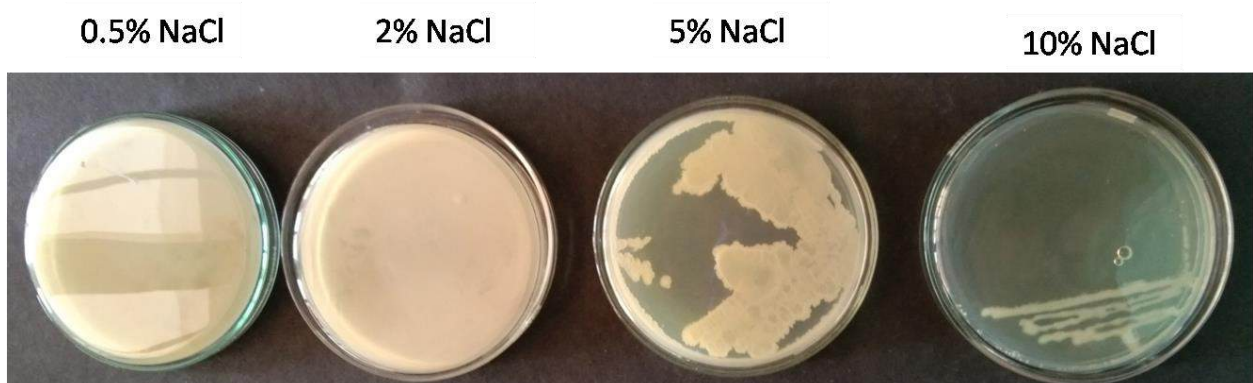


Fig. 4. Analysis of salt tolerance of colony MS1

Analysis of colony MS4

The colony MS4 was analysed for it's salt tolerance (Fig. 5). The MS4 colony was quadrant streaked on LB medium containing 0.5%, 2%, 5% and 10%. The bacterial colony grew as a confluent lawn on 0.5% and 2% NaCl. The growth was comparatively less in 5% NaCl

containing medium. 10% of NaCl retarded the growth of the bacteria. On 10% NaCl, the growth was restricted (Fig. 5). The results are summarized in Table 2.

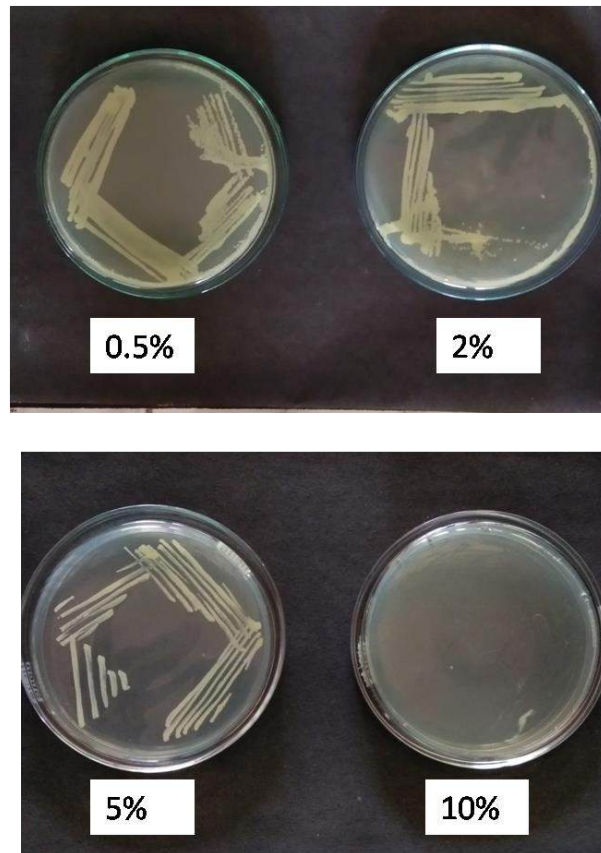


Fig. 5. Analysis of salt tolerance of colony MS1

NaCl Concentration (% w/v)	MS1	MS4
0.5%	++++	+++
2%	+++	++
5%	++	+
10%	+	-

Table 2. Salt tolerance of MS1 and MS4

Gram Staining of the bacterial isolates

Gram staining was performed on the bacterial isolates MS1 and MS4. The bacterial isolate MS1 was found to be gram positive cocci (Fig. 6). The bacterial isolate MS4 was found to be gram negative rods (Fig. 7).

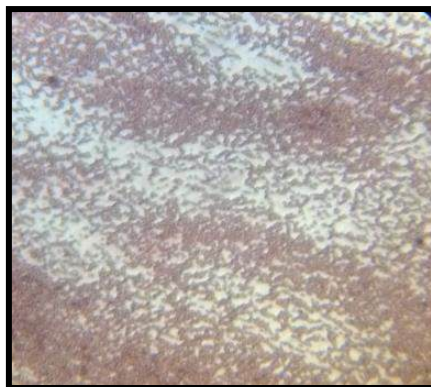


Fig. 6. Gram Staining of MS1 bacterial colony

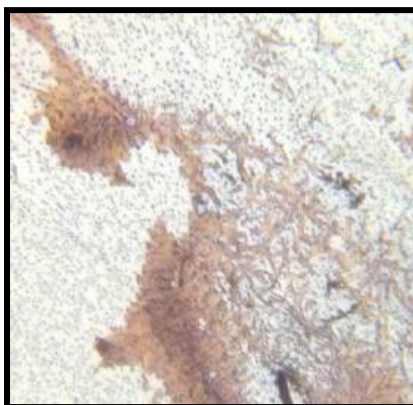


Fig. 7. Gram Staining of MS4 bacterial colony

DISCUSSION

Salt pans are hypersaline environments where a number of halobacterial species can be isolated. Almost 73% of earth was covered with marine water which contains 2.5% of common salt. The salt pans are hypersaline environment, with high concentration of salt and pH. Salt pan is an unique ecosystem with a wide range of salinity, temperature and pH. It provides a niche for a number of extremophilic organisms, which include halobacterial species. Halobacterial species with a growth optimum of 0.5 and 3.0 M salt concentration are found in this environment. Hence this unique niche can be considered as the best source of halophilic bacteria that are of great economic importance (Kamat and Kerkar, 2011).

The present study is focused on isolation of halobacterial species from salt pans in and around Thoothukudi District. Muthiahpuram, is a village near Thoothukudi, whose main source of income is salt recovery from sea. A number of salt pans are found around this village. Soil samples were collected from a salt pan in Muthiahpuram village. From among the six different bacterial species obtained from the soil samples two of the colonies MS1 and

MS2 showed to have putative antibacterial activity against other isolated bacterial species. The observation of a zone of clearance around these bacterial colonies is suggestive of antibacterial activity. The antibacterial activity of these two colonies have to be confirmed by more number of experiments in the future. Many of the halobacterial species have shown to possess antibacterial activity. These colonies can be studied further for the molecular mechanism for antibacterial activity. Experiments can be performed to analyse this bacterial species for production of a novel antibiotic.

According to Kushner (1985) microorganism that grow in media containing < 0.2 M NaCl are considered as slight halophiles, those that prefer NaCl concentration of 0.2 to 0.5 M are moderate halophiles, those that grow best with 0.5 to 2.5 M NaCl are extreme halophiles. The bacterial colonies MS1 grew well on LB media containing 10% (1.5 M) of NaCl. This bacteria can be considered to be moderately halophilic. The colony MS1 has to be analysed for the mechanism of salt tolerance. The molecular mechanism conferring salt resistance to this bacteria can be dissected and novel genes that confer salt resistance to these bacteria can be isolated.

In India halophilic organisms have been widely reported from Gram positive rods and cocci. *Bacillus* and *Styphlococcus* Sp and Gram negative bacteria eg *Halomonas* sp and *Vibrio* sp. (Saju et al. 2011, Jeyachandra et al. 2012). A number of halophilic Actinomycete species have been reported from saline habitats of India (Jose et al. 2013, Meena et al. 2013). Still the search for novel species of bacteria tolerant to salt stress continues as these organisms are economically important. The bacterial isolates MS1 and MS 4 were found to be gram positive cocci (Fig. 6) and gram negative rods respectively (Fig.7). These isolates can be screened for production of antibiotics and also for their antibacterial activity. They may be sources for novel antimicrobial agents.

The biotechnological application of halophilic bacterial species is of great importance. The halophytes have a copious application in the field of biotechnology. These organisms are sources for bacteriorhodopsin, bioplastics, a number of economically important polysaccharides, liposomes. They also produce a number of biotechnologically important enzymes (Garcia et al. 2015). They find application in the fields of oil recovery, biodegradation, drug screening and cancer detection (Ventosa and Neito, 1995). Apart from their economical importance, these organisms are found to be important gene resources. Because of their ability to adapt to extreme growth conditions they have genes that confer salt tolerance and genes that produce gas vesicles (Ventosa and Neito, 1995). These genes can be used as candidates for engineering salt resistance in plant varieties (Das et al. 2009). The

genes encoding for gas vesicle can be engineered into microorganisms, which helps them for flotation and alleviate the problem of microbial sedimentation. A number of halobacterial species have shown to exhibit antimicrobial activity, and hence good candidates for production of antimicrobial agents (Dhanasekaran 2014).

CONCLUSION

India has a rich heritage of biodiversity. Due to its peninsular geographical feature it has diverse halophilic organisms. In recent years research in halophiles have gain momentum as these organisms have been proved to be sources of a number economically important biomolecules. They are also applied in various fields of biotechnology. The interest in isolating and screening of halophilic microorganisms has gained importance of late.

In the present study an attempt was made to isolate novel halophilic bacterial species from salt pan soil of Muthiahpuram village of Thoothukudi District. Among the six isolates two of the isolates exhibited antibacterial activity. Two of the isolates were mildly halophilic. The isolates were positive cocci and gram negative rods.

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PHOTOCATALYTIC ACTIVITY OF GREEN SYNTHESIZED TITANIUM OXIDE NANOPARTICLES USING MANILKARA ZAPOTA LEAVES EXTRACT AND ITS CHARACTERISATION

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ABSTRACT:

The present work is the eco -friendly approach of green synthesis of Titanium dioxide nanoparticles using Manilkara Zapota leaves extract. UV-Visible spectroscopy, Fourier Transform -Infrared Spectroscopy, X-Ray Diffraction studies, Scanning Electron Microscope, Energy Dispersive X-Ray Analysis, Atomic Force Microscope were used to characterize the synthesized TiO₂ nanoparticles . UV-Visible absorption band is observed at 356nm and band gap energy is 3.4827eV. The FT-IR studies shows that the vibration stretching frequency such as Ti-O-Ti and O-Ti-O are obtained at 871cm⁻¹and 671 cm⁻¹ and 555cm⁻¹ respectively.The XRD characterization shows the size of the synthesized TiO₂ is 17nm and it also confirms the crystalline nature and face centered cubic lattice of TiO₂ nanoparticles. An AFM study reveals the surface morphology of the synthesized TiO₂ nanoparticles has sponge like structure and the area of roughness is 9.842pm² . The photocatalytic activity of TiO₂ nanoparticles was studied by monitoring the degradation of Methylene Blue dye when treated with TiO₂ nanoparticles.

Keywords: Titanium dioxide, Manilkara Zapota, Photocatalytic activity

1. INTRODUCTION:

Titanium dioxide also known as titanium(IV) oxide or titania ,is the naturally occurring oxide of titanium chemical formula TiO₂When used as a pigment ,it is called titanium white Pigment white(PW6),or orCI 77891. Generally, it is sourced from ilmenite, rutile and anatase. It has a wide range of applications, including paint, sunscreen and food coloring. When used as a food coloring, it has E numberE171. World production in 2014 exceeded 9 million metric tons [1-3]. Titanium is a strong metal which is corrosion resistant and lustrous in appearance. Titanium is widely distributed and constitutes0.44 percent of the Earth's crust. The metal is found combined in practically all rocks, sand, clay, and other soils. It is also present in plants and animals, natural waters and deep-sea dredgings, and meteorites and stars. The two prime commercial minerals are ilmenite and rutile[4].The present investigation was made to synthesize Titanium dioxide nanoparticles by green method using leaf extracts

of Manilkara Zapota. Manilkarazapota L. is long - lived evergreen tree of family Sapotaceae. Leaf decoction used for treatment of fever, hemorrhage, wounds and ulcers [5] and also used to treat cough, cold, and diarrhoea [6]. The leaves were reported to be antibacterial, antioxidant, anti diabetic and hypocholesterolemic [7,8]. Leaves contain a bitter principle alkaloid and fixed oil. [9].Mature green leaves were collected .3-4 leaves were added with 600mL water ,boiled and reduced to 300 mL and filtered. After cooling ,it was used for mouth gargling as well as washing the wounds. This has proven effects in mouth ulcers and in chronic ulcers [10].

2. MATERIALS AND METHODS:

Synthesis of Titanim dioxide nanoparticles using ManilkaraZapota leaves extract:

About 30g of chopped Manilkara Zapota leaves was washed with double distilled water and dried. Add 200mL of double distilled water to the chopped leaves taken in the 500mL beaker and heated for a few minutes. Then the extract was allowed to cool and filtered using whatmann filter paper. About few grams of Titanium dioxide was dissolved in 100mL of distilled water and kept in mechanical shaker for 2 hrs. The titanium dioxide solution and zapota leaf extract was mixed in 500 mL beaker and then kept in magnetic stirrer for 24 hrs. The colour change from milky white to pale yellow was observed. Then the solution was kept in muffle furnace at 600 °C for about 6 hours. The material was then grinded in a mortar-pestle so as to get a fine nature for characterization.

3.RESULTS AND DISCUSSIONS:

3.1.UV-VISIBLE SPECTROSCOPY:

The UV-Visible spectrum of TiO₂ nanoparticles was shown in figure. An absorption band at 257 nm and 356nm was observed.The band gap energy of TiO₂ nanoparticles is 3.4825 eV and 4.4922 eV .Since it has 3.4825eV band gap energy it behaves as semi-conductor.

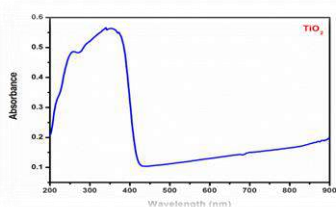


Fig 1 UV-Visible absorption spectrum of TiO₂

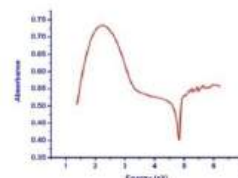


Fig 2 UV-Visible spectrum of Absorption

vs

Energy

3.2.FOURIER TRANSFORM -INFRARED SPECTROSCOPY:

The FTIR spectrum of TiO₂ nano particles showed characteristic bands at 3741 cm⁻¹ and 3618 cm⁻¹ that indicate the presence of O-H stretching of alcohols (free). The peak at 2978 cm⁻¹ indicates the presence of C-H stretching of alkanes [12]. The band at 2360 cm⁻¹ indicates C≡C stretch in alkynes. The band at 1157 cm⁻¹ corresponds to C-O stretching. The peak at 871 cm⁻¹ shows stretching frequency of Ti-O-Ti [11]. The bands at 671 cm⁻¹ and 555 cm⁻¹ shows stretching and vibrational modes of O-Ti-O [12].

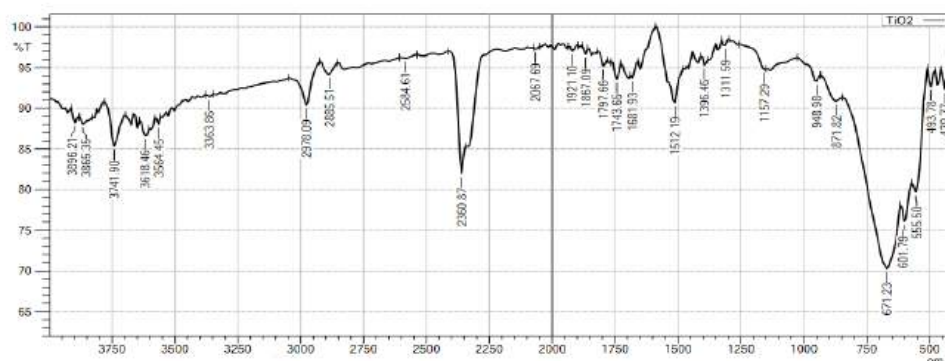


Fig 3 FT-IR image of TiO₂ nanoparticles

3.3.X-RAY DIFFRACTION STUDIES:

The XRD analysis has twelve diffraction peaks which are obtained at (position $2\theta = 27.57, 36.22, 39.31, 41.34, 44.16, 54.39, 56.70, 62.84, 64.13, 69.07, 69.88, 76.72$) and they have planes (111), (210), (211), (311), (222), (321), (410), (322) and (420). Titanium dioxide structure has the major peaks at $2\theta = 27.57, 36.22, 54.39$ for (111), (210), (311) planes. By using Scherrers formula the average crystalline size was found to be 16.95 nm. From XRD results the lattice value was found to be **5.6042 Å**.

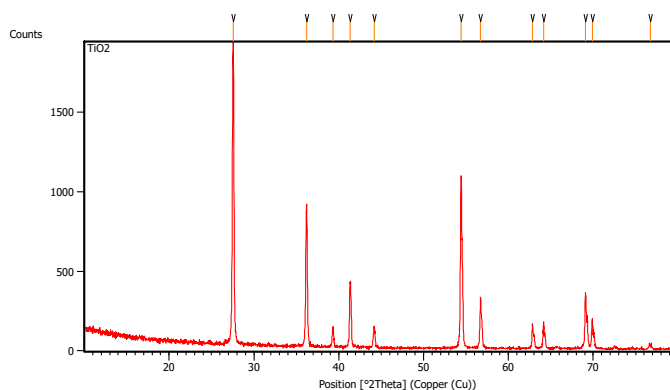


Fig 4 XRD spectrum of TiO₂ nanoparticles

3.4.SCANNING ELECTRON MICROSCOPE:

The surface morphology of TiO₂ nanoparticles has been obtained by FESEM. The images was taken with various magnifications ranges from 10 μm -200 nm. SEM image

shows that the structural morphology for prepared Titanium dioxide nanoparticles has regular spherical shaped structure.

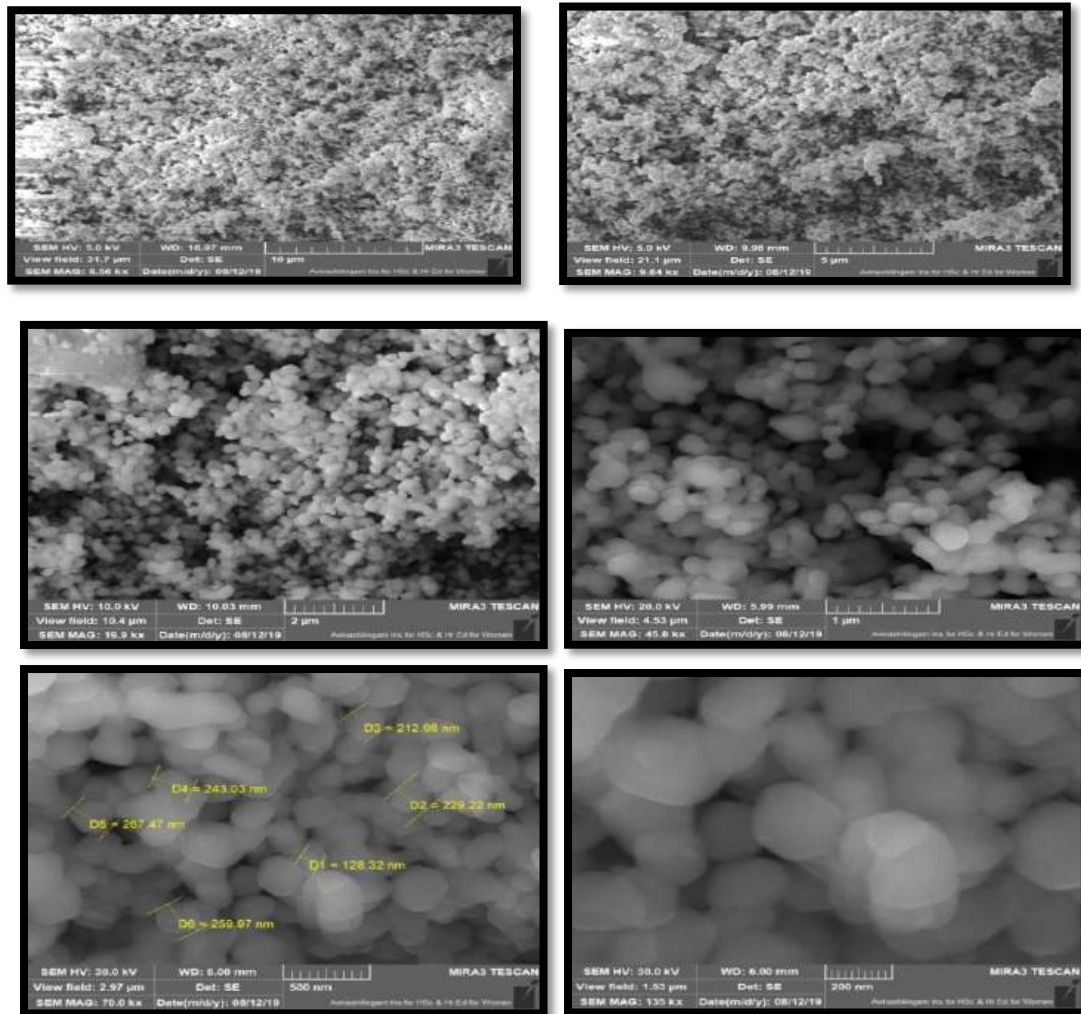


Fig 5 SEM images of TiO₂ nanoparticles for various magnifications 10µm, 5µm, 2µm , 1µm , 500nm , 200nm

3.5.EDAX Analysis:

The composition of the synthesized sample is given by Energy Dispersive X-Ray Analysis (EDAX). The results clearly indicate the presence of the elements Ti and O in the sample.

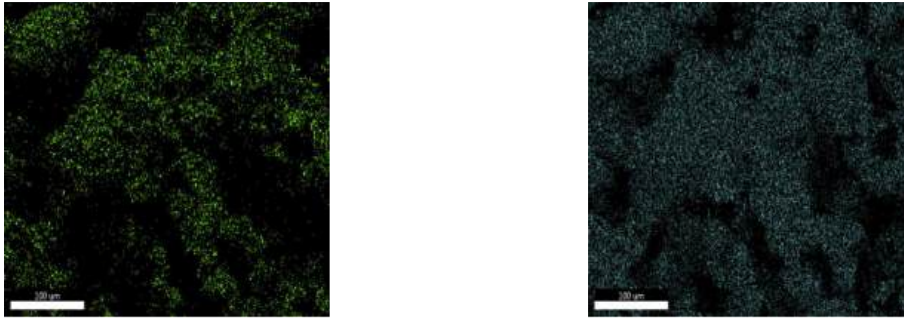


Fig 6 Dispersion of O and Ti in the sample

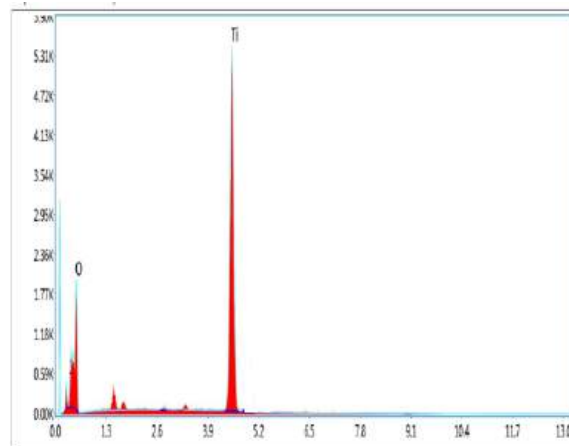


Fig 7 EDAX image of Ti-O sample

3.6. AFM analysis :

The AFM imaging was conducted in $3.13\mu\text{m}$. The AFM image has the scanning area of $9.842\mu\text{m}^2$ between $0\text{m} \times 3.13\mu\text{m}$ and $0\text{m} \times 3.13\mu\text{m}$. The size is in the range of 445nm to 599nm . From the surface roughness analysis of TiO_2 nanoparticles is estimated to be about 116.65nm for the root mean square roughness (S_q) and 93.647nm for the average surface (S_a). 3 D view shows that the nanoparticles are spongy like structure.

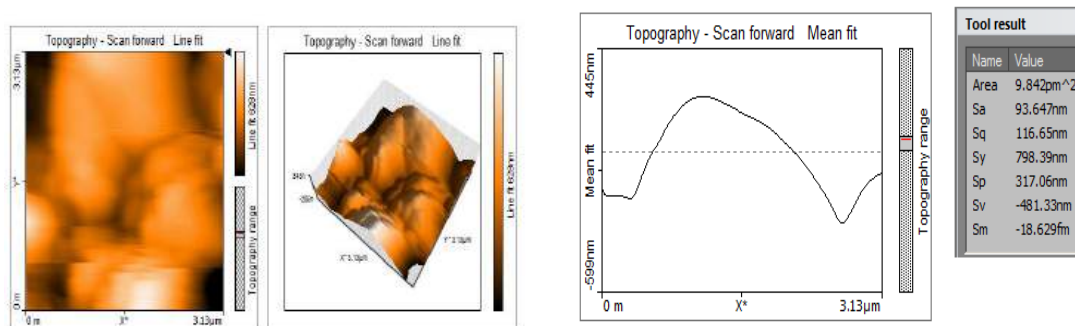


Fig 8 AFM image and the tool result of TiO_2

3.7. PHOTOCATALYTIC ACTIVITY:

Photo catalytic degradation of Methylene Blue dye in the presence of TiO_2 nanoparticles. The UV visible absorbance values of pure Methylene Blue dye solution shows absorption

wavelength at 661nm. The degradation efficiency of pure Methylene Blue dye within 1 hr irradiation time was about **29.66%**. The result showed that the photocatalytic activity of pure Methylene Blue dye was very less when compared with the TiO₂ nanoparticles. The degradation efficiency of dye with metal TiO₂ nanoparticles increased with increase of irradiation time due to the function of UV light. Degradation efficiency of MB dye is 29.6% for without nanoparticles and 66.59% for with nanoparticles.

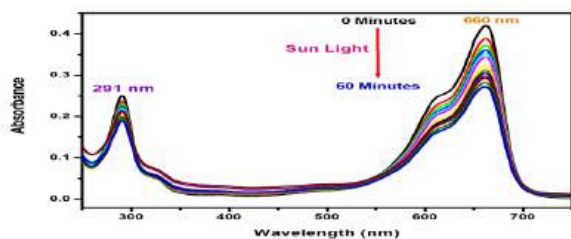


Fig 9 UV-Visible absorption spectra of Methylene Blue

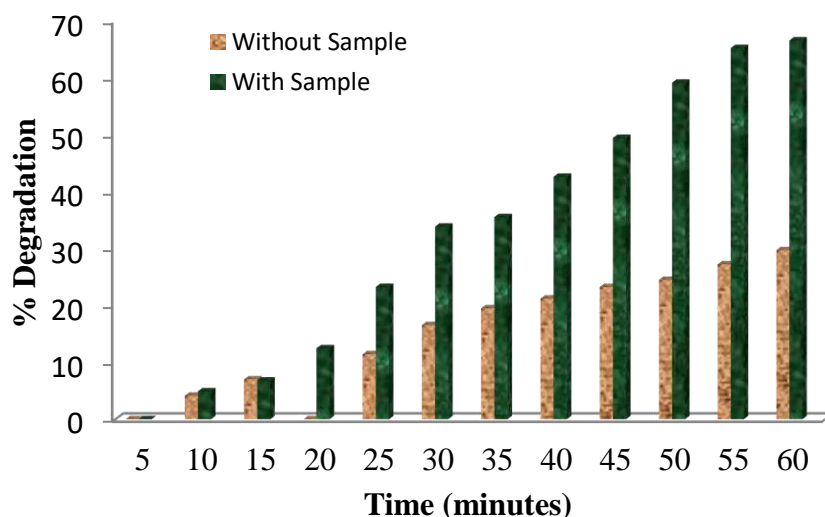


Fig 10 Photocatalytic activity of TiO₂ using Methylene Blue

%Degradation vs Time in minute

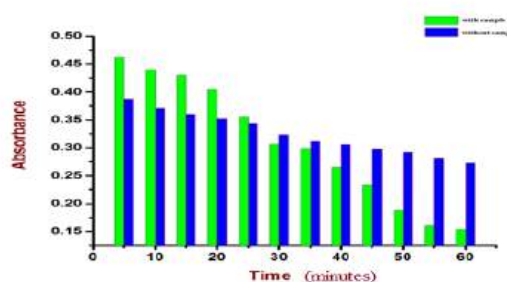
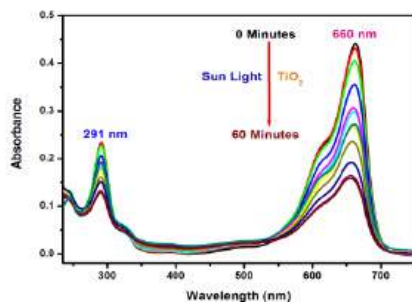


Fig 11 UV-Visible absorption spectra of MB dye with sample

Fig 12 UV-visible spectra degradation between Absorbance and Time.

4.CONCLUSION:

Titanium dioxide nano particles were synthesized by green method (Simple and cost effective) using Manilkara Zapota .The prepared TiO₂ nanoparticles were characterized using several techniques.The Photo catalytic activity was also studied .The UV-visible absorption studies of synthesized nanoparticles shows the band gap energy is 3.4827eV and behave as semi-conductor.The FT-IR studies showed an absorption spectrum of Ti-O-Ti at 871cm⁻¹ and O-Ti-O peak at 671 cm⁻¹ which indicated the formation of Titanium dioxide nanoparticles and O-Ti-O vibrational modes at 555cm⁻¹.XRD behavior exhibits the size of Titanium dioxide nanoparticles .The crystallite size was found to 16.95nm for TiO₂ nanoparticles. Presence of several sharp peaks indicates the random orientation of crystalline nature, confirming face centered cubic structure of TiO₂ nanoparticles. The surface morphology of TiO₂ nanoparticles has regular spherical shaped structure is characterized by SEM.The Energy Dispersive X-ray analysis showed the presence and distribution of Titanium and Oxygen elements in the synthesized TiO₂ nanoparticles .An AFM study reveals the surface morphology of the synthesized TiO₂ nanoparticles has sponge like structure and the area of roughness is 9.842pm² . Photocatalytic degradation was also investigated with Methylene Blue dye under UV-irradiation source. TiO₂ nanoparticles showed significant photocatalytic degradative ability.

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A NATURAL INHIBITION ACTIVITY OF PHYTOCOMPOUNDS AGAINST OF ASTHMA

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ABSTRACT:

Asthma is the most common chronic respiratory disease. This leads to the flow of air to the lungs, causing shortness of breathing. It is caused by a combination of genetic and environment factors. The fumes inhaled by the passive smoker's causes another type of allergy is the major factors for developing asthma. The disease target protein selected from literature, they minimized through PyRx. The natural phytochemical compounds including alkaloids and flavonoids which contain ligand have high therapeutic efficiency can be spot out. *In-silico* studies shows Rutin, Tylophorinidine, Flavonoid are the maximum binding affinity. The natural drugs care to be avoiding the side effects.

Key words: Asthma, Inflammation, AP2 Inhibitor, Phytochemical compounds.

INTRODUCTION:

Asthma is a most common chronic lung disease in which the airway inflammation. Asthma can affect for all peoples. It is no known cure, there are many ways to control it. There are two changes that take place in airways of asthma. First the airway linings becomes inflamed and then swollen because it produces excess of mucus. Second the muscles become over sensitive airways and it start to spasm [1]. The muscles encircling the airway respond more quickly and vigorously to small amounts of allergens and irritants [2]. Immune responses can be affected by diet and obesity. High fat diet has been linked to metabolic syndrome and also immune function changes. Bad diet and obesity could decrease lung function therefore increase incidence and prevalence of asthma [3]. They can be organized into two groups: allergic triggers and non-allergic triggers. The most common allergic triggers include animal allergens, dust mites, pollens, moulds, cockroaches and sometimes food. Non-allergic triggers include tobacco smoke, colds and chest infections, extreme temperatures and weather changes, exercise, fumes, and even emotional responses [1, 2]

MATERIALS AND METHODOLOGY

The outline of the materials and the methodology used for docking are explained As follows:

TARGET SELECTED:

The X-ray crystal structure of 2HNX was retrieved from protein data bank (Berman et al, 2000). The protein energy was minimized through 20 steps of steepest descent and conjugate by using SMILES of SWISS PDB viewer and final energy minimized model was used for further docking studies.

PROTEIN PREPARATION:

Load the protein apply the force field. For docking studies, the protein 2HNX loads from RCSB protein data bank (www.rcsb.org/pdb) and apply the force field. Force field refers to the functional form parameter sets which are used to find out potential energy of a system. It includes parameter which is obtained through experimental works and quantum mechanics calculations. All molecules in a molecule in a mechanical system are made up of a number of components.

LIGAND SELECTION:

The SMILES notation of fifty phytochemical compounds including alkaloids and flavonoids from various medicinal plants were obtained by drawing their 2D structures in ACD-Chemsketch (version 12) [4]. The 3D structures of these compounds were generated and converted into SDF format by using 'online SMILES convertor and structure file generator' server [5,6].

LIGAND PREPARATION:

The chemically synthesized individual ligand compounds were sketched using ACD/Chemsketch (12.0) software and saved in (.mol) file format. The saved ligand compounds were later imported in DS and go to minimization studies using gliding minimizer. After minimized ligands go to ligand preparation, then go for docking studies with ligand fit.

BINDING SITE AND SITE PARTITION:

The active site of a receptor can be represented in many ways, for example a sphere or a list of residues. The binding site definition is one such representation. A binding site is a set of points on a grid that in a cavity.

VIRTUAL SCREENING:

The 3D structures of all the selected fifty phytochemical compounds were virtually screened to reveal their binding efficiencies through docking in the predicted binding site of AP2 inhibitor using PyRx-Phython prescription module [7].

DOCKING INTERACTIONS:

The docking interactions revealing H-bond and Vander Waal forces among the phytochemical compounds and the amino acid residues of AP2 inhibitor were analyzed by using pose-view module of PyRx-Phython Prescription.

RESULT AND DISCUSSION

TARGET SELECTED:

The X-ray crystal structure of 2HNX was retrieved from Protein Data Bank. The protein energy was minimized through 20 steps of steepest descent and conjugate gradient by using PyRx-Phython Prescription of SWISS PDB viewer and final energy minimized model was used for further Docking studies.

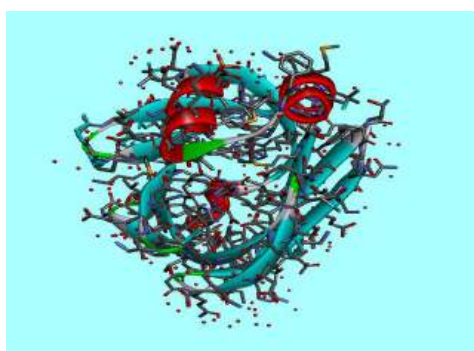


Fig 1: Protein Structure of 2HNX

DOCKING INTERACTIONS:

The docking interactions revealing H-bond and Vander Waal forces (Non-bonded interaction) among the phytochemical compounds and the amino acid residues of AP2 inhibitor were analyzed by using pose-view module of PyRx-Phython prescription. The results showed the competitive type of inhibition by phytochemical compounds for Asthma. The best ten binding affinity of asthma was found with the Rutin Docking score is -10.1kcal/mol, Flavonoid, Epigallocatechin and Tylophorinidine dock scores are same -9.4kcal/mol. And then Phenanthroindolizidine, Quercetin-3-beta-D-Glucoside Dock score is -9.2kcal/mol and the dock score is -8.5kcal/mol of Iridoid, Lobelanidine, Lobelanine, and Quercitrin. Other phytochemical compounds and their docking scores are given in the table1:

Binding energies of phytochemical compounds with Asthma by pose –view module of PYRX:

CID NO	LIGAND NAME	BINDING AFFINITY
126204	Cannabinoid	-8.2kcal/mol
2764	Ciprofloxacin	-7.9kcal/mol
65064	Epigallocatechin	-9.4kcal/mol
44257868	Flavonoid	-9.4kcal/mol
3715	Indomethacin	-8 kcal/mol
16078	Marinol	-8.4kcal/mol
5284592	Nabilone	-8.1kcal/mol
442646	Lobelanidine	-8.5kcal/mol
442647	Lobelanine	- 8.5kcal/mol
5281672	Myricetin	-8.1kcal/mol
453214	Iridoid	-8.5kcal/mol
129650425	Phenanthroindolizidine	-9.2kcal/mol
10813969	Quercetin-3-Beta-D-Glucoside	-9.2kcal/mol
5280805	Rutin	-10.1kcal/mol
161749	Tylophorinidine	-9.4kcal/mol

Fig2: Docking Complex and interactions of Epigallo Catechin (65064) with dockscore (-9.4kcal/mol).

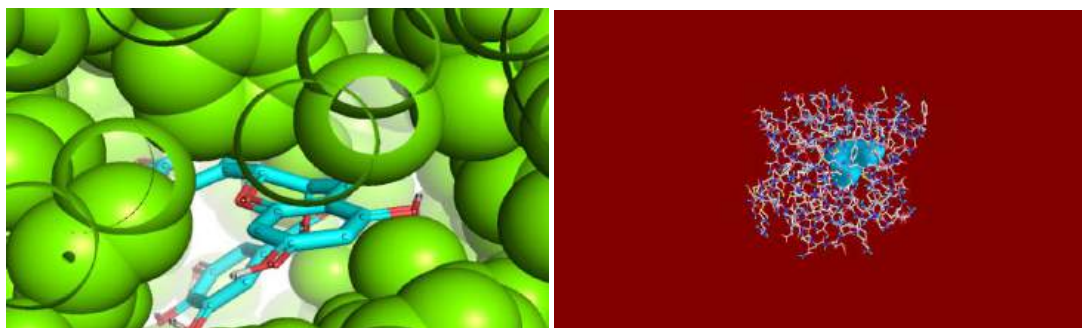


Fig3: Docking Complex and interactions of Flavonoid (44257868) with dock score (-9.4kcal/mol).

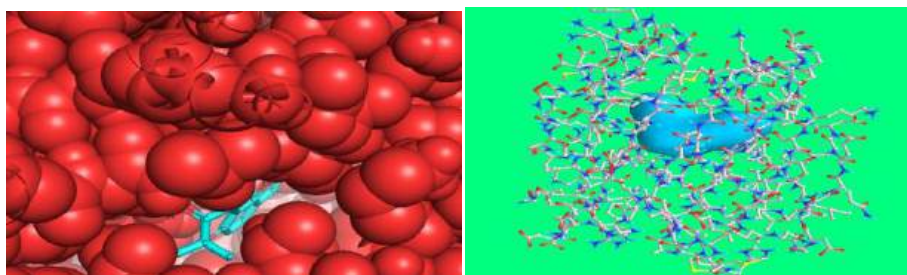


Fig4: Docking Complex and interactions of Iridoid (453214) with dock score (-8.5kcal/mol).

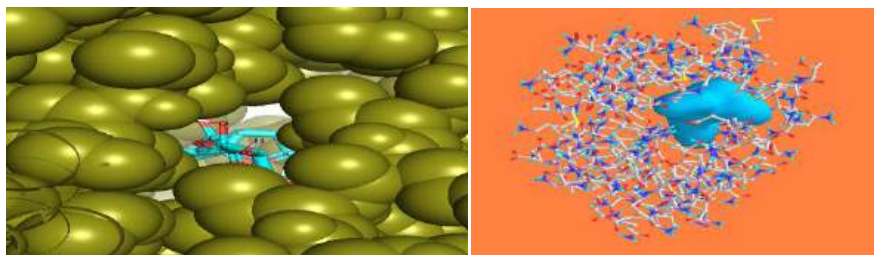


Fig 5: Docking Complex and interactions of Rutin (5280805) with dock score (-10.1kcal/mol).

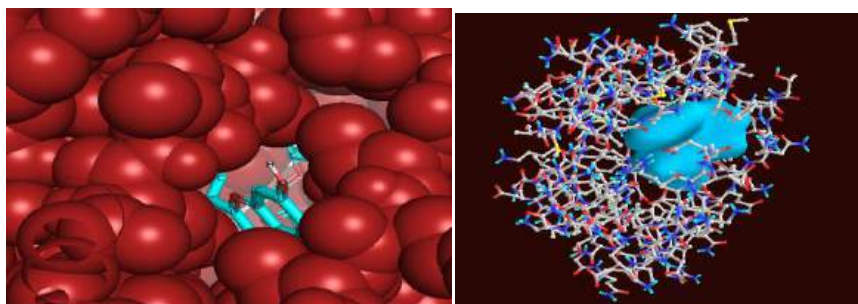
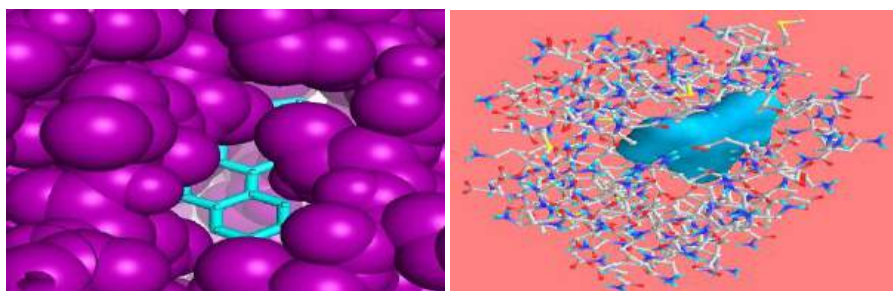


Fig 6: Docking Complex and interactions of Tylophorinidine (161749) with dock score (-9.4kcal/mol).



CONCLUSIONS

The AP2 inhibitor, a part of Rutin that significantly control the inflammation of the airways serves as a drug target for asthma. In this study, the X-ray crystal structure of crystal structure of 2HNX was used to explore the anti-asthmatic activity of 50 phytochemical compounds including alkaloids and flavonoids. In the present molecular modeling study, results clearly demonstrated that alkaloids and flavonoids have a similar binding sites and interactions with AP2 taken for the study and prove that dietary alkaloids and flavonoids may possess properties of airway inflammation regulation. The docking studies implied that the amino acids in the binding pockets of AP2 are vital in posing the better binding interactions of Rutin (-10.1kcal/mol), Tylophorinidin (-9.4kcal/mol), Epigallo Catechin (-9.4kcal/mol)

for its better AP2 inhibition activity and also suggest as a therapeutic agent to replace the synthetic drugs with severe side effects.

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A STUDY ON THE USAGE OF INTERNET IN THOOTHUKUDI DISTRICT

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ABSTRACT

This century is depending on the technology and if technology would not available then it was impossible for the world to move on the steps of the Developments. So internet service has become the life of this surviving world. The Internet is a pervasive force which is working its way into all aspects of our civilization - of this fact there is no doubt. One could spend countless hours, days, and months debating and studying the implications and connotations of this fact and its influence on education, business, etc. However, in studying this medium, it is important to remain cautious and realize the security issues surrounding the Internet. This study focuses on the Impact of Internet in our lives and also to identify the attitude of the consumers towards the usage of Internet.

Keywords : Pervasive force, implications, security issues.

INTRODUCTION:

The Internet is the global system of interconnected computer networks that use the Internet protocol suite (TCP/IP) to link devices worldwide. It is a network of networks that consists of private, public, academic, business, and government networks of local to global scope, linked by a broad array of electronic, wireless, and optical networking technologies. The Internet carries a vast range of information resources and services, such as the inter-linked hypertext documents and applications of the World Wide Web (WWW), electronic mail, telephone and file sharing. The origins of the Internet date back to research commissioned by the federal government of the United States in the 1960s to build robust, fault-tolerant communication with computer networks. The primary precursor network, the ARPANET, initially served as a backbone for interconnection of regional, academic and military networks in the 1980s.

The Internet is a massive network of networks, a networking infrastructure. It connects millions of computers together globally, forming a network in which any computer can communicate with any other computer as long as they are both connected to the Internet. The World Wide Web is a way of accessing information over the medium of the Internet.

STATEMENT OF THE PROBLEM:

Besides numerous benefits of Internet use, the virtual environment brings various risks in every age group. The Internet is very significant in the everyday activities of

children and youth. Professional interventions with this age group should be specific considering their developmental characteristics. Exposure to online risks can have long-lasting and intense negative effects. Internet addiction is slowly becoming a societal concern as it particularly affects adolescents and children, who are more exposed and consequently more vulnerable. In this context the study has been made to identify and understand the attitude of the consumers towards the usage of Internet.

OBJECTIVES :

1. To study the improvement level in the usage of internet.
2. To know the challenges faced by the general public while using the Internet.
3. To analyse the most preferred usage in the society today.

ANALYSIS AND INTERPRETATION OF DATA

Usage of Internet per day	No. of. Respondents	Percentage (%)
Less than 1 hour	10	17
1 – 2 hours	11	18
2 – 3 hours	12	20
More than 3 hours	27	45
Total	60	100
Purpose of Using Internet	No. of. Respondents	Percentage (%)
Social networking	27	45
Web browsing	20	33
Shopping	4	7
Gaming	9	15
Total	60	100

Preferred Shopping Application	No. of. Respondents	Percentage (%)
Flipkart	12	20
Amazon	36	60
Myntra	6	10
Jabong	4	7
Others	2	3
Total	60	100

Preferred E-Commerce Application	No. of. Respondents	Percentage (%)
e-shopping	36	60
e-booking	12	20
e-banking	12	20
e-trading	0	0
Total	60	100

Transfer of Funds using Internet Banking	No. of. Respondents	Percentage (%)
Yes	40	67
No	20	33
Total	60	100

problems faced through Internet	No. of. Respondents	Percentage (%)
Very often	2	3
Often	11	18
Rarely	34	57
Never	13	22
Total	60	100

FINDINGS:

- The study states that the majority (45%) of the respondents are using internet for more than 3 hours.
- Majority of the respondents (45%) are using internet to access social networking sites.
- Majority (60%) of the respondents prefer Amazon than other online applications.
- Majority of the respondents (60%) prefer e-shopping under the e-commerce applications.
- The study shows that the majority (67%) of the respondents have transferred funds using internet.
- Majority of the respondents (57%) rarely face the internet problem.

SUGGESTIONS:

- More technical features should be added for easy access.
- Social networking applications can offer more security settings to the users.
- More awareness should be created for performing online transactions.

- Credit card frauds should be avoided while using internet banking.
- Consumers must be very careful while using the internet for various activities.

CNCLUSION:

In this modern world, the Internet has become essential for living, working and easily communicating with people, whether in the next room or on the other side of the world. In today's world, all companies are able to operate only with the use of internet. The development of the internet today is being shaped predominantly by instant, mobile communications. The internet has intruded globally into everything than we could imagine. From this study it is clear that the internet has become an essential part of life and it has made life easier. Internet is the magical tool that will help one to become successful in life. The uses of Internet are endless.

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UTILITY AND PREFERENCE OF HELMET AMONG COLLEGE STUDENTS IN THOOTHUKUDI NIRAIMATHI,

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ABSTRACT

A helmet is a form of protective gear worn to protect the head. More specifically, a helmet complements the skull in protecting the human brain. This paper is mainly focussed on the practices related to utility and preference of college students about helmet in Thoothukudi. The study is based on survey method with sample size of 70 respondents. Analysis of data play a predominant role in detecting the result of a brief study about, "UTILITY AND PREFERENCE OF HELMET AMONG COLLEGE STUDENTS IN THOOTHUKUDI"

KEYWORDS:

Helmet, Two Wheeler, Accidents, Usage, Preference.

INTRODUCTION:

As per the World Health Organization's *Global StatusReport on Road Safety*, India leads the world's highest road accident deaths. At least, 13 people die every hour in road accidents in India and this high accident rate is causing a loss of 3% gross domestic product for the country. Out of these 6 or 7 are college students who were died due to not wearing of helmet. Students cannot prefer helmet due to their comfort, feeling of heat, pain in the neck, heavy weight of helmet. An estimation in 2020, the major killer in India will be road accidents and will account for nearly 546,000 deaths. Because motorized two wheelers provide no protection to the rider's body, any accidents can lead to partial disability, permanent impairment of essential body organs and in extreme cases it leads to fatality. Because head injuries are considered as one of the leading causes of death in two wheeler crashes. Many countries have passed laws that mandate the use of helmet by motorcyclists.

TATEMENT OF PROBLEM:

Helmets are the first line of defence against injuries due to road accidents for two wheeler riders. In India 70-85% deaths of two wheeler riders, due to accidents, happen because of not wearing a helmet. Two wheeler riders cannot control the occurrences of accidents but taking precautions to avoid life-threatening injuries due to road accidents is in our hands by wearing helmets. The major reason people don't wear helmets in India is because of their compromising attitude they prefer comfort over safety. Therefore, the

problem is to tackle this stubborn attitude of people and make sure that they wear helmet always.

OBJECTIVES OF THE STUDY:

The objectives of the study are,

1) To find out the practices related to utility of helmet among college students in Thoothukudi..

2) To find out the reasons to wear helmet among college students while riding two wheelers in Thoothukudi.

3) To offer valuable suggestions and recommendations in wearing helmet in Thoothukudi.

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 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, “UTILITY AND PREFERENCE OF HELMET AMONG COLLEGE STUDENTS IN THOOTHUKUDI ”

In this study both primary and secondary data were used. The primary data for the study were collected using questionnaire. The secondary data were collected from Magazines, Newspapers, Published and Unpublished data. The data were processed using Percentage analysis and Chi-Square test.

CHI-SQUARE TEST:

The chi-square test was used to determine whether there is a significant difference between the expected frequencies and the observed frequencies in one or more categories.

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

Where,

O = Observed frequency

E = Expected frequency

GENDER WITH USAGE OF HELMET AMONG COLLEGE STUDENTS IN THOOTHUKUDI

Chi-square test is applied to find whether there is a significant relationship between male and female with usage of helmet among college students.

TABLE: 1

ANALYSIS ON GENDER WITH USAGE OF HELMET

Usage of helmet Gender	Yes	No	Total
	Male	17(18)	4(3)
Female	43(42)	6(7)	49
Total	60	40	70

Source: Primary Data

Figures in brackets are Expected Frequencies

$$\text{Expected Frequency} = \frac{\text{Row Total} \times \text{Column Total}}{\text{Grand Total}}$$

$$= 0.55$$

Null Hypothesis: (H₀)

There is no significant difference between male and female with usage of helmet among college students.

CHI-SQUARE

S.No	Particulars	Table Value	P Value
1.	Chi Square	3.84	0.55

Significant at 5% level

The table value for 1 degrees of freedom at 5% level of significance is 3.84. The calculated value is 0.55. The calculated value is less than the table value. Hence the result is accepted. Thus, it is concluded that there is no relationship between male and female with the usage of helmet among college students.

EDUCATIONAL QUALIFICATION WITH REASONS TO WEAR HELMET AMONG COLLEGE STUDENTS

Chi-square test is applied to find whether there is a significant relationship between educational qualification and reasons to wear helmet among college students.

TABLE: 2

ANALYSIS ON EDUCATIONAL QUALIFICATION WITH PREFERENCE TO WEAR HELMET

Reasons Educational qualification	Fear of police	of Strictness of parents	After hearing helmet campaign	Others	Total
B.Com	15(12.8)	10(9.6)	2(3.2)	1(2.4)	28
B.Sc	3(3.66)	2(2.74)	2(0.91)	1(0.69)	8
M.Com	10(9.14)	5(6.86)	3(2.29)	2(1.71)	20
M.Sc	3(2.29)	1(1.71)	1(0.57)	0(0.43)	5
Others	1(4.11)	6(3.09)	0(1.03)	2(0.77)	9
Total	32	24	8	6	70

Source: Primary Data

Figures in brackets are Expected Frequencies

$$\text{Expected Frequency} = \frac{\text{Row Total} \times \text{Column Total}}{\text{Grand Total}}$$

$$= 13.391$$

Null Hypothesis: (H₀)

There is no significant difference between educational qualification with preference to wear helmet among college students..

CHI-SQUARE

S.No	Particulars	Table Value	P Value
1.	Chi Square	21.0	13.391

Significant at 5% level

The table value for 12 degrees of freedom at 5% level of significance is 21.0. The calculated value is 13.391. The calculated value is less than the table value. Hence, the result is accepted. Thus, it is concluded that there is no relationship between educational qualification with preference to wear helmet among college students.

FINDINGS:

- ❖ It is found that majority (86%) of the respondents are using helmet.
- ❖ It is found that less than half (46%) of the respondents prefer full face helmet.
- ❖ Majority (60%) of the respondents prefer foam and a thick layer of plastic helmet.
- ❖ More than half (56%) of the respondents prefer helmet for their safety.

- ❖ It is found that less than half (46%) of the respondents wear helmet due to fear of police.
- ❖ It is found that less than half (46%) of the respondents wear helmet within the city limits.

SUGGESTIONS:

- Abide by the rules and regulations and follow the necessary laws laid by the Government.
- Create awareness and self motivate each one to use helmet.
- Strictly adhere to the fine collection for non-wearing of helmet.
- Proper education has been given from school level regarding the usage of helmet.
- Wearing of helmet will protect us and give us long life.

CONCLUSION:

The first thing that comes to our mind when we hear the word helmet is ‘safety’. Nowadays, government imposes huge amount of fine to the public for non-wearing of helmet. The fine amount is Rs.1000/-. It is the first step to improve the usage of helmet among the people and prevents accidents, deaths and traumatic brain injuries etc. It is for our life instead of law and other regulations. Each one should ride their vehicle slow and steady for the betterment of our own life and other lives.

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A STUDY ON CUSTOMERS' PREFERENCE TOWARDS TRANSPORT FUEL IN THOOTHUKUDI

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ABSTRACT

The changing lifestyle of the society has contributed much to the development of different modes of transportation. This has given rise to the frequent consumption of transportation fuels. People consume fuel for their vehicle on the basis of their need and demand. This study enables the readers to have a clear information about the customer's preference towards the transportation fuel. The data analysis is conducted with the help of the suitable statistical tools. The conclusion of the study is inferred from the findings and suggestions. The introduction explains the main aim of the study.

1. INTRODUCTION

Customers' preferences are the backbone of every successful purchase. They shape people's purchasing behaviour and online browsing patterns. They are a deciding factor in what stores we visit, what food we eat, how much we spend on clothes and electronics, where do we shop for gifts, etc. These preferences vary from customer to customer, as they are shaped by one's environment, education, cultural and social background.

Adapting to customer preferences is about giving the customer what they want, the way they want it, and being easy to do business with. And, that has everything to do with creating "Customer Amazement." By analysing the customers' preferences, it's easy to point out and promote the product features that attract the most customers and drive their purchasing intent. Knowing the customer's needs and demands and understanding of their preferences are the necessary aspect to promote services or products.

2. REVIEW OF LITERATURE

IOCL as a leading OMC has taken great initiatives to provide all basic needs of the rural consumers while providing agriculture products and services at the nearest retail-outlets. Rural consumers' need and demand are confined to agro-products and services, FMCG products and short term loans etc. Having tie up of **IOCL** with leading agro companies, FMCG companies and bankers is certainly helping consumers to get basic needs at one place and helping companies to enhance the profitability and faster return on investment(ROI).

The Economic Times-BPCL, 2004 confirms that **BPCL** started marketing its

petro- products using e-Choupal network in Uttar Pradesh and Madhya Pradesh. In the long run apart from the distribution of LPG and other accessories the e-Choupal hubs would also be used for marketing lubricants, petrol and diesel through pumps set up by BPCL at various locations as part of creating a village super store.

Mc Donnel et al investigated the use of semi-refined rapeseed oil on a diesel engine. They reported that engine performance was better at 25% blend. The use of rapeseed oil over a longer period of time was found to shorten the injector life due to carbon build up even though there was no wear on the engine components or lubricating oil contamination.

3. **STATEMENT OF THE PROBLEM**

The impact of fuel consumption may lead to exploit of natural resources and increase in amount of carbon dioxide which may lead to air pollution. Despite of this, changing modern society and busy lifestyle of people have resulted to buy latest vehicles which consumes high amount of fuel. So people develop different attitude towards transport fuel and are unaware of the negative impacts on usage of large amount of transport fuel. Nowadays some researchers are doing invention for replacing petrol products. This study helps to explain the customers' expectations towards petrol bulks and offer suggestions to improve services rendered by petrol bulks.

4. **OBJECTIVE OF THE STUDY**

- ❖ To analyze the customers' preference towards the fuel brands
- ❖ To examine about the price variance of the fuel.
- ❖ To study the services offered by the fuel bulks for customers

5. **METHODOLOGY**

PRIMARY DATA: The primary data consisting of various questions relating to the attitude of consumers. The primary data have been collected from some consumers after discussing and 70 samples are taken for the research.

SECONDARY DATA: The secondary data is collected from the books, articles, magazines, popular websites and other sources of social media.

SAMPLE DESIGN: *The questionnaire collected was great source of information. By adopting convenient sampling method a sample of 70 respondents were selected from Thoothukudi.*

6. **AREA OF THE STUDY**

This study was conducted within Thoothukudi. The researcher has Covered

Palayamkottai Road, Ettayapuram Road, Cruzpuram and Therespuram area petrol bulks / fuel outlets.

7. ANALYSIS AND INTERPRETATION

1. Gender

GENDER	NO.OF .RESPONDENTS	PERCENTAGE (%)
Male	29	41
Female	41	59
Total	70	100

2. Having own vehicle

OPINION	NO. OF RESPONDENTS	PERCENTAGE (%)
Yes	62	89
No	8	11
Total	70	100

3. Fuel brand

CLASSIFICATION	NO. OF RESPONDENTS	PERCENTAGE (%)
Petrol	53	76
Diesel	1	1
Speed petrol	5	7
Both a and c	9	13
All the above	2	3
Total	70	100

4. Fuel price is affordable

OPINION	NO. OF RESPONDENTS	PERCENTAGE (%)
Yes	44	63
No	26	37
Total	70	100

5. Promotional strategies

CLASSIFICATION	NO. OF RESPONDENTS	PERCENTAGE (%)
Cash discount	24	34
Scratch card	6	9
Reward points	12	17
Loyalty cards	13	19
Sponsoring and social activities(CSR)	15	21
Total	70	100

CHI-SQUARE TEST

Chi-square test was applied to find out whether there is any significant difference between age and opinion about transport fuels in the following factors.

HYPOTHESIS: H0

There is no significant relationship between age and opinion about the customer service.

HYPOTHESIS: H1

There is a significant relationship between age and opinion about the customer service.

opinion Age	Excellent	Good	Satisfactory	Poor quality	TOTAL
18 to 30	9	34	8	0	51
31 to 50	7	9	0	0	16
51 to 60	1	1	1	0	3
Above 60	0	0	0	0	0
TOTAL	17	44	9	0	70

$$\begin{aligned}
 \text{Degree of freedom} &= (r-1) * (c-1) \\
 &= (4-1) * (4-1) \\
 &= 3 * 3 \\
 &= 9
 \end{aligned}$$

The calculated value is 7.5. The above table indicates 9 degrees of freedom is 16.9. Which is greater than the calculated value thus the result is independent. Hence it is concluded that **there is a no significant relation between the age and opinion about customer services.** Therefore the null hypothesis (h_0) is accepted.

8. FINDINGS

The findings are inferred from the tables drawn, the suggestions are inferred from the annexure.

- ❖ Majority 59% of the respondents are female.
- ❖ Majority 43% of the respondents are using Bharath petroleum fuel.
- ❖ Majority 63% of the respondents are feel price is affordable.
- ❖ Majority 34% of the respondents are aware promotional in cash discount.

9. SUGGESTIONS

- ❖ People above the age group of 60 can be assisted to access petroleum bulk.
- ❖ According to occupation government employees are maintaining and care their vehicles periodically.
- ❖ Depending on the family size people can limit the usage of transportation fuel.
- ❖ In order to curb the fuel expenses people can use public transport for fuel conservation especially entertainment purpose and shopping.
- ❖ The government should consider the cost of petroleum and engine oil affordable to people.
- ❖ The petroleum retail outlet should work efficiently to retain loyal customer.
- ❖ Instead of filling the fuels for vehicles in the hurry/peak time, People can pre-planned (a day before) and fill the vehicle tanks before starting travel.
- ❖ Awareness about the usage of petroleum products can be given for the public.
- ❖ People should aware about air pollution and often check emission of smoke.
- ❖ Petroleum bulk must have effective safety measure in order to avoid accident.

10. CONCLUSION

In the modern society has changed the lifestyle of the people to a greater extent. Transportation and its cost impacts vital part of the lifestyle of today's society. In olden days public transports were common and people were patient enough to utilize it. But today, Transportation and mode of transport describes one's status. Transportation has resulted to high usage of fuels. On the other hand, petroleum, diesel, they have unique

expectations regarding the usage of fuels. Everybody in the society have their own vehicle. Airways, roadways, railways, waterways are the major mode of transportation. All transportations involve different forms of fuel usage. The bulks are always busy. They work 24*7*365 days. The fluctuation in the fuel cost affects the demand of the fuel per individual but doesn't stop the demand. Thus, the study concludes that transportation fuel has become the vital part of the society. The construction of the petroleum bulks in the rural areas can be encouraged. People should also be given awareness regarding the usage of the transport fuel.

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A STUDY ON PERFORMANCE OF WOMEN ENTREPRENEURS IN THOOTHUKUDI

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ABSTRACT

The entrepreneurs play an important role in the economic and social development of the nation. Women entrepreneurs are also giving a partial role in this field. Now a day, society gives a better socio economic status to women. The State and Central Government has been introduced various schemes and empowerment programs to promote them to sustain in good working conditions of women enterprise. Mostly the women are producing home need items, and this type of essentials fancy items, textiles items, tailoring so on .This study helps to find out the various problems faced by women Entrepreneurs in thoothukudi District. The details are directly collected from women entrepreneurs to observe their performance and problems also.

KEYWORDS:

Women Entrepreneurs, Entrepreneurs, Economic, Social Development

INTRODUCTION

The entrepreneur is a key to economic development. Evolution of the concept of entrepreneurship was only in the beginning until 18th century. The word entrepreneur is derived from the French word '*Entreprendre*' which means 'to undertake'. Thus entrepreneur is a person who undertakes the risk of a new enterprise

In the words of Robert E Nelson, "an entrepreneur is a person who is able to look at the environment, identifying opportunity to improve the environment, marshal resources and implement action to maximize those opportunities."

The developing countries like India, the presence of entrepreneurs, that too women entrepreneurs is a vital necessity to achieve a rapid, all around and regionally and socially balanced economic growth through industrialization. It also helps in tapping the inherent talent prevailing among them and acts as a panacea for many problems faced by them such as dowry death, low recognition in society, poverty, and unemployment and excessive dependence on male members. There is greater dynamism in the rate of growth of female employment. The emergence of women entrepreneurs are to be viewed as socio-economic emancipation of women.

REVIEW OF LITERATURE :

N. Manimekalai and G. Rajeswari (2000) observed that women entrepreneurs are found in risk taking industrial activities requiring modern techniques of production. The major problems faced by the women entrepreneurs are the shortage of capital, lack of seed capital and the dependence of informal sources of credit and lack of initiative to expand their scale of operations due to financial constraints.

G. Chelladurai (2002) suggests that when proper education and environment are given the social taboo can be broken up and women force can be used as a good human resource potential for the entrepreneurial programme.

C. Natarajan and M. Kavitha (2003) suggested that the financial institution assisting women entrepreneurs shall provide necessary guidelines to the women entrepreneurs for getting financial assistance at the right time.

STATEMENT OF THE PROBLEM

Entrepreneurship is one of important factors of industrialization. In absence of entrepreneurship industrialization cannot take a place. Entrepreneurs are playing an important role in economic development in under developed countries. Women skills and knowledge their talent, abilities in business and compelling desire of wanting to do something positive are some of the reasons for the women entrepreneurs to organize industries. According to world bank, “investing more in business of women rather in men leads to greater development of nation. Empowering women in entrepreneurship leads to break the inequalities and reduce the poverty. Entrepreneurs play an important role in a society of fast developing countries like India. Now a days it has been realized that enterprising women have cast entrepreneurial talent which could be harnessed as so convert them from position of “job seekers” to “job givers”. The government has realized the importance of women entrepreneurs. As a result it offers a variety of programs for women entrepreneurs. The state of Tamilnadu is the industrially developing area in which some of entrepreneurs excel in SSI. Women entrepreneurs need to be studied separately for three main reasons.


1. Topic of women entrepreneurs has been largely neglected both in society in general and in social science


2. Concern with sectoral issue – not only women have lower participation rates entrepreneurial performance than men, but also generally choose to start the manage firm in different industries than men tend to do.


3. Women entrepreneurs has been recognized during the last decades as an important untapped source of economic growth.


Women entrepreneurs create a new job for themselves and others and by being different also provide society with different solution to management organization business problem as well as to exploitation of entrepreneurs. Thus there is exist a market failure discriminating against women possibility to become successful entrepreneurs .Hence the researcher has made an attempt to analyze the various problems faced by “ Women entrepreneurs in thoothukuditown.


OBJECTIVE OF THE STUDY


 To study and find out work life balance of women entrepreneurs in thoothukudi town.

 To identify the socio economic status of women entrepreneurs in thoothukuditown.

 To study positive aspects of economic independence of women entrepreneurs

 To analyze the obstacles and performance of women entrepreneurs in thoothukuditown.

 To validate the motivating and facilitating factors of women entrepreneurs

 To identify the problem faced by the women entrepreneurs and steps taken by the women entrepreneurs in thoothukudi town.

RESEARCH METHODOLOGY

It is an essential aspect of any research. It enables the investigator to look at the research problem in a systematic, meaningful and orderly way methodology comprises of sources of data collection sampling design and techniques used for analyzing the data . The study aims at studying women entrepreneurs performance in their services and the problems encountered in starting and carrying out their services. The sample size of study was 70 respondents. Snow ball Sampling method was taken for this study.

ANALYSIS AND INTERPRETATION

1. Table showing nature of the job of women entrepreneurs

Nature of the job	No of the women entrepreneurs	Percentage (100%)
Beauty parlor	13	18
Tailoring	26	37
Fancy stores	13	19
Textiles shop	7	10
Grinding flour/batter	7	10
Others	4	6
Total	70	100

2. Table showing motivators of the job of women entrepreneurs

Motivators	No of the women entrepreneurs	Percentage (100%)
Husband	10	14
Family members	32	46
Friends	16	23
Relatives	9	13
Success entrepreneurs	3	4
Total	70	100

3. Table showing various problem faced by the women entrepreneurs.

	Problems	Yes	No
1	Harsh and hard repayment rule	26(37%)	44(63%)
2	Objection by husband / family members at the time of launching the project	35(50%)	35(50%)
3	Dual kind of duties	54(77%)	16(23%)
4	In different attitude of the society	43(61%)	27(39%)
5	Non cooperation by family members	31(44%)	39(56%)
6	Confronting the traditional male dominated society	25(36%)	45(64%)
7	Limited liberty to women	45(64%)	25(36%)

FINDINGS :

- ✚ Most of (34%) the women entrepreneurs which belongs to age group of below 25 years.
- ✚ It is found that majority (55%) of the women entrepreneurs are belongs to religion hindu.
- ✚ Majority (86%) of the women entrepreneurs are Tamilians.
- ✚ The study reveals that (44%) of the women entrepreneurs are MBC.
- ✚ Majority (62%) of the women entrepreneurs are Married.
- ✚ Majority (51%) of the women entrepreneurs are in Nuclear family system.
- ✚ The Most (27%) of the women entrepreneurs are completed SSLC.
- ✚ It is found that more than half (59%) of the women entrepreneurs annual income are below 60000.
- ✚ Most (37%) of the women entrepreneurs are doing Tailoring of Aari work desingers.
- ✚ Majority(54%) of the workers work under the women entrepreneurs are(1-3 workers).
- ✚ Majority(60%) of the customer meet the women entrepreneurs in regularly.
- ✚ Majority(59%). of the women entrepreneurs not experienced in their field.
- ✚ Majority(50%) of the women entrepreneurs aimed to become a successful entrepreneurs
- ✚ It is clear that majority(53%) of the women entrepreneurs working as part time.
- ✚ Majority(60%).of the customer visit and buying the product during festival often in festival function
- ✚ Majority of the women entrepreneurs give offers to the customer rarely (37%).
- ✚ Majority (46%) of the women entrepreneurs expressed family members are the real motivating factor to start business
- ✚ Majority (44%) of reasons to become an entrepreneurs use their technical skills.
- ✚ Majority(51%) of women entrepreneurs getting financial assistance from their family members/ friends.
- ✚ Majority of the women entrepreneurs financial, monetary ,domestic, social commitment problems that the Dual kind of duties (77%).

SUGGESTION :

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

Suggestions to the Government

- ✚ The government has to allocate more funds in the ensuring Five Year plans to improve the financial performance of women entrepreneurs.
- ✚ More trade fairs and exhibitions are to be conducted to create a demand for the goods manufactured by women entrepreneurs.

Suggestions to the designers of development programmes

- ✚ The development programmes have to be designed to empower the women technologically and politically.
- ✚ They have to provide training programmes to educate the women entrepreneurs about modern technologies.

Suggestions to the family members of the women entrepreneurs

- ✚ The family members of the women entrepreneurs have to co-operate with them to carry on their business.

Suggestions to the society

- ✚ The society has to take steps to remove the disparity of gender bias to develop women entrepreneurship.

Suggestions to the women entrepreneurs

- ✚ Women entrepreneurs must have a desire to empower themselves by using the available opportunities.
- ✚ They have to come forward to utilise the facilities offered by banks, Government and development programmes.

CONCLUSION

Women entrepreneurs faced lots of problems like lack of education, social barriers, legal formalities, high cost of production, male dominated society, limited managerial ability, lack of self confidence etc. Various factors like Pull and Push factors influencing women entrepreneurs. Successful leading business women in India. Real entrepreneurs must be prepared to do any job. They should eradicate the superstitious beliefs such as fate, destiny and luck. A successful entrepreneur should have the qualities of self-confidence, courage, initiative and knowledge. With the growth of entrepreneurial aware in the country, the women entrepreneurs have emerged into existence to extend a helping hand and creating a congenial environment for broadening the base for widespread entrepreneurship in rural and urban areas. Any entrepreneurs should have long terms vision for her business enterprise without such vision she cannot play her significant role in the competitive market of their products.

According to Schumpeter, entrepreneur is a person who foresees the opportunity and tries to exploit it by introducing a new product, new method of production, a new market, a new source of raw materials or in a factor of production. In this study, there is no doubt that women are willing to do something independently. Perhaps for this, women entrepreneurs require more education, more guidance, proper environment, required infrastructure and the last but not the least is the inner strength, spirit and sense of commitment towards the job.

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A STUDY ON IMPACT AND PARENTS' PREFERENCE TOWARDS CBSE EDUCATION

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ABSTRACT

Education is important for an individual for the better upliftment of one's future. There have been many changes in the system of education since the origin of human beings. The system of education varies from time to time and culture to culture. The mode of education and the medium of education determines one's status and value. People nowadays prefer CBSE system of education irrespective of the cost. The study enables the readers to analyze the reason and the importance of CBSE education. The study has four main parts introduction, statement of problem, data analysis, findings, suggestions, and conclusion. Data analysis is drawn with the help of the suitable statistical tools.

INTRODUCTION:

The CBSE was given its present name 'Central Board of Secondary Education's in the year 1952. The Board was reconstituted in the year 1962 when its jurisdiction was extended. Education being a subject on the concurrent list of Indian constitution – most of the states also have their own educational boards with different curriculum.

The Board grants affiliation to Schools up to higher secondary level and develops common curriculum keeping nationwide requirements in focus. The affiliation is considered as a prestigious recognition as it requires the schools to follow rigid quality standards.

CBSE is a self-financing establishment which meets the recurring and non-recurring expenditure without any grant-in-aid either from the Central Govt. or from any other source. All the financial requirements of the Board are met from the annual examination charges, affiliation fee, admission fee etc.

This study helps to analyze the parents preference and quality of CBSE education.

REVIEW OF LITERATURE:

1. Bogunović Blanka and Polovina Nada (2007) found in a study that the family stimulation is the resultant of the influence of cultural and educational profile of the family and active parental attitudes regarding education and attainment of their children. They examined the students' attitudes towards schooling, and to obtain answers to the question: which stimulating aspects of family context are the most predictable for the development of

educational aspirations, i.e. attitudes towards school and gaining knowledge, educational interests and plans for further education. The data were collected by the use of questionnaires filled in by the students and school principals. The results indicated a trend of interrelatedness of cognitively and educationally favorable conditions within the family and positive attitudes towards school, attainment, high aspirations and cognitive and intellectual interests for out-of-school activities.

2. Huisman, Rani, and Smits, (2010) studied the role of socio-economic and cultural factors, and of characteristics of the educational infrastructure on primary school enrolment, The sample constituted 70,000 children living in 439 districts of 26 states of India. The results indicated that most of the variation in educational enrolment (around 70%) is explained by factors at the household level, of which socio-economic factors are most important. And the result also indicated that, in the cities schooling decisions are hardly influenced by supply-side factors. In rural areas, however, these factors do play an important role. If there are fewer schools or teachers, or if the local culture is more patriarchal, rural children (in particular girls) participate substantially less. The major finding of this respect was that in rural areas inequalities between socio-economic status groups are lower if more schools and teachers are available.

3. In a study, that examined parent involvement among minority families in Catholic high schools, Bauch (1991) socioeconomic status was significantly related to how often African American parents communicated with teachers about school programs and their adolescents' progress. Useem (1992) also found that educational background affected families' involvement in their young adolescents' placement in the mathematics tracking system. According to Useem, "the involvement of highly educated parents in their children's placement at critical decision points in the tracking system is one mechanism by which educational advantage is transmitted from one generation to the next." These findings of the influence of socioeconomic status on parent involvement support the work of other social scientists, who contend that parent involvement in school activities is lower among low-income and minority families than other families due to feelings of alienation (Calabrese, 1990; Winters, 1993), distrust (Lightfoot, 1978), or a devaluation of their cultural resources (Lareau, 1989).

STATEMENT OF THE PROBLEM:

Education is meant to explore the knowledge and to ignite many inventions. Many Indian schools are producing larger number of intelligent students to serve the society.

Therefore, education plays vital role in the society. Indian schools and education system is doing exemplary around the world.

This study focuses the problems faced by parents due to dilemma in standard of education provided for their children. This study also reveals the problems of adopting technical teaching methods faced by the students.

OBJECTIVES OF THE STUDY:

The objectives of this study are,

- ✓ To examine the reasons for choosing CBSE education.
- ✓ To analyze the benefits gained by the students through CBSE education.
- ✓ To know the cost incurred by the parents.
- ✓ To know the economical background of the students.
- ✓ To study about the awareness of the syllabus among the students.
- ✓ To examine the teaching techniques of the CBSE syllabus.
- ✓ To know about the motivational strategy of the CBSE syllabus.

METHODOLOGY:

SAMPLE SIZE:

Questionnaires were circulated to parents whom children have admitted and studied in CBSE school in Tuticorin and Tirunelveli District. Some 70 respondents were taken by convenience sampling method. Questionnaire were collected from the respondents which is a great source of information.

SAMPLING DESIGN:

The sampling scheme used in the study is convenience sampling. The study about CBSE education, therefore the data collected from parents who admitted their children in CBSE school.

Simple percentage analysis:

Simple percentage analysis is applied for the entire questionnaire to identify the percentage of contribution of various factors under the study.

Pie chart:

The pie-chart test is used to determine whether there is significant difference between the expected frequencies and the observed frequencies in one or more categories.

Weighted average method:

Weighted average method was used to analyze the rating scales.

Ranking:

A ranking is a relationship between a set of items such that, for any two items, the first is either ranked higher than ranked lower than or ranked equal to the second. In mathematics, that is known as a weak order or total pre order of objects. It is not necessarily a total order of objects because two different objects can have the same ranking. The ranking themselves are totally ordered. By reducing detailed measures to a sequence of ordinal numbers, ranking make it possible to evaluate information according to center criteria. Analysis of data obtained by ranking commonly requires non parametric statistics.

Likert scale:

Likert scale is popular for measuring attitude. The respondents indicate their own attitudes by checking how strongly they agree or disagree with carefully worded statement that range from very positive to very negative towards the attitudinal objective.

Chi square test:

Chi square test enables us to find if the deviation of the experiment from theory is just by chance or due to inadequacy of the theory to fit the observed data.

ANALYSIS OF THE STUDY:

CHI-SQUARE TEST

CHILDREN STUDYING IN CBSE SCHOOL

ROWS & COLUMNS	O	E	O-E	(O-E) ²	(O-E) ² /E
R1C1	16	9.6	6.4	40.96	4.3
R2C1	0	5.9	-5.9	34.81	5.9
R3C1	0	0.5	-0.5	0.25	0.5
R1C2	25	30	-5	25	0.8
R2C2	25	18.6	6.4	40.96	2.2
R3C2	0	1.4	-1.4	1.96	1.4
R1C3	1	2.4	-1.4	1.96	0.81
R2C3	1	1.5	-0.5	0.25	0.16
R3C3	2	0.1	1.9	3.61	36.1
TOTAL				52.17	

LIKERT SCALE

MERITS OF CBSE

Particular	Rank
Better future	I
Upliftment of students career	II
Knowing vital life skills	III
Overall development	IV
Employment opportunity	V

GARRETT RANKING**QUALITIES OF CBSE SCHOOL SYSTEM**

FACTOR	TOTAL	AVERAGE	RANK
F1	3509	50.6	II
F2	3406	49.5	V
F3	3503	50.0	IV
F4	3540	50.1	III
F5	3638	52.0	I
F6	3344	47.8	VI

FINDINGS:

- ✓ Majority (56%) of the respondents are under graduate
- ✓ Majority (55%) of the respondents are government employee
- ✓ Majority (47%) of the respondents are earning more than 2,00,000
- ✓ Majority of the respondents believe better future in CBSE system of education
- ✓ Majority of the respondents say that creativity in learning is the best quality in CBSE system of education
- ✓ Majority (70%) of the respondent agree that the syllabus pattern enables the children to survive in the competitive world
- ✓ Majority (94%) of the respondent accept that the system of education is advanced in using ICT enabled teaching and learning activities.

SUGGESTION:

- ✓ The timing of CBSE school can be altered for the welfare of the office going mothers.
- ✓ The quality of CBSE education should concentrate on co-curricular activity.
- ✓ The practical skill of the children should be allowed to apply in the real life.
- ✓ The children should be encouraged to face competitive exams.

- ✓ The co-curriculum activity and the fees structure can be altered depending on the parents status.
- ✓ The motive of CBSE education should contribute well educated children to the society.
- ✓ The syllabus framed by the school to enrich the children's potential knowledge.

CONCLUSION:

Education is very important for everyone's life. Without education an individual cannot lead a peaceful life. This desire of the parents are well utilized by the private schools as they develop different standards and mediums of education. The preference to CBSE system seems to be high among the parents in the modern society. The cost of education implies the quality of education. The students are creative and sportive. The students are well trained to solve the problem rather than mugging up pages to pages. The qualified faculties encourage students to focus on their dreams. They offer not only chalk and talk method but also concentrate on physical health programs like yoga, historical tours, science experiments, exhibitions, educational fares for the betterment of the children. The technical studies are advanced in CBSE system. The children are trained and motivated to attend competitive exams. The students are always taught to be optimistic and enthusiastic. Thus, CBSE system seems to be very advanced and useful for the society.

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WOMEN PERCEPTION TOWARDS BRANDED AND NON BRANDED FASHION JEWELLERY IN THOOTHUKUDI

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ABSTRACT

Fashion jewellery is considered as a glamorous design and as a symbol of status among people. In this study the research worker seeks to look into which factors that determinant the behaviour of consumers towards branded and non-branded fashion jewellery. The objective of the study is to get response about various factors affecting buying behaviour of fashion jewellery. Nowadays there seen larger brands witnessing an upward activity mainly due to factors such as increasing consumer false belief, decreasing investment compulsive purchases, fascinating retail channels and competition from other expensiveness one.

KEYWORDS: Branded and Non Branded Fashion Jewellery, Collections, Design, Style.

INTRODUCTION:

Fashion Jewellery plays a huge role in defining our personality and style, whether we are a hardcore jewellery lover or a minimalist who wear jewellery on rare occasions. Branded and non branded jewellery has grown to become the symbol that defines an important emotional event such as an engagement, birth or anniversary, or to celebrate personal achievements. Fashion jewellery have always had a deep-rooted appeal to Indian women, with jeweler's role embedded deep within Indian culture. India's growing economic prospects have empowered more Indian women to act on their aspiration for jewellery. Rising earnings and desires could come up with the money for India's fashion jewellery in even bigger prize over the next decade. To realize this prospective, fashion jewellery stake holder will need to be proactive in opening up opportunities in this evolving consumer market. In order to this the present study deals with the comparative study between the branded and non – branded fashion jewellery.

OBJECTIVES OF THE STUDY:

The objectives of the study are:

- 1) To identify the awareness level of women towards fashion jewellery.
- 2) To compare the factors such as quality, price and reliability for branded and non branded fashion jewellery.

- 3) To analyze the parameters that influence the consumers for buying branded and non branded fashion jewellery.
- 4) To examine the drawbacks of branded and non branded fashion jewellery.

STATEMENT OF PROBLEM:

In the modern business world, due to development of technology much new fashion jewellery has been introduced in the market every year. The purchasing decision largely depends upon quality, price, design, style, availability. The younger generation is looking at trendy, contemporary jewellery and clearly avoiding heavy traditional gold jewellery. In this context, the study has been made to analyze the comparative features of branded and non branded fashion jewellery, it also examines women perception towards branded and non branded fashion jewellery. It is hoped that the present study will help to gain knowledge on issues of consumers while purchasing branded and non branded fashion jewellery.

METHODOLOGY:

A descriptive research methodology was used for this study. A survey was administered to only among selected female respondents from Thoothukudi. Women perception towards fashion jewellery were sought and analyzed through structured questionnaire. It is a survey based methods with sample size of 100 respondents.

CHI-SQUARE TEST:

The chi-square test is used to determine whether there is a significant difference between the expected frequencies and the observed frequencies in one or more categories.

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

Where,

O = Observed frequency

E = Expected frequency

HYPOTHESES:

The following null hypotheses are framed for the purpose of analysis:

Ho₁: There is no relationship between the education qualification of the respondents and their choice of fashion jewellery.

Ho₂: There is no relationship between the age of the respondents and their choice of non branded fashion jewellery.

Ho₃: There is no relationship between the age of the respondents and their choice of branded fashion jewellery.

EDUCATION INFLUENCE THE CHOICE OF FASHION JEWELLERY

Ho₁: Education qualification does not influence on the choice of fashion jewellery.

Table 1

Tabulation for education qualification and the choice of fashion jewellery

Choice of fashion jewellery Education Qualification	Branded Fashion Jewellery	Non branded fashion Jewellery	Total
Schooling	4	24	28
Under Graduate	4	18	22
Post Graduate	6	20	26
Professional Degree	6	18	24
Total	20	80	100

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

$$= 1.14$$

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

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

$$= (3) (1)$$

$$= 3$$

The table value for 3 degree of freedom at 5% level of significant is 7.81. It is found that the calculated value 1.14 is less than the table value. Thus, the result is independent. Hence, it is concluded that there is no relationship between education qualification and choice of fashion jewellery. Hence the alternative hypothesis is rejected and Null Hypothesis (H₀) is accepted which stated that there is no relationship between the education qualification of the respondents and their choice of fashion jewellery.

AGE AND CHOICE OF NON BRANDED FASHION JEWELLERY

Ho₂: Age of respondents does not influence the choice of fashion jewellery on non branded fashion jewellery.

Table 2

Tabulation for age and choice of Non Branded Fashion Jewellery(NBFJ)

Factors Age	Guarantee	Attractive	Design	Style	Others, specify	Total
Below 20	4	10	10	6	2	32
20-30	10	14	8	4	2	38
30-40	2	0	4	0	0	6
Above 40	0	2	2	0	0	4
Total	16	26	24	10	4	80

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

$$= 14.75$$

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

$$= (4-1) (5-1)$$

$$=(3) (4)$$

$$=12$$

The table value for 12 degree of freedom at 5% level of significant is 21.0. It is found that the calculated value 14.75 is less than the table value. Thus, the result is independent. Hence, it is concluded that there is no relationship between ages and factors of Non Branded Fashion Jewellery (NBFJ). Hence the alternative hypothesis is rejected and Null Hypothesis (H0) is accepted which stated that there is no relationship between the age of the respondents and their choice of non branded fashion jewellery.

AGE AND CHOICE OF BRANDED FASHION JEWELLERY:

Ho₃: Age of respondents does not influence the choice of fashion jewellery on branded fashion jewellery.

Table 3

Tabulation for age and choice of branded fashion jewellery

Factors Age	Guarantee	Attractive	Design	Style	Others, Specify	Total
Below 20	2	2	0	0	0	4
20-30	2	0	4	2	2	10
30-40	2	0	2	0	0	4
Above 40	0	0	2	0	0	2
Total	6	2	8	2	2	20

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

= 17.49

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

= (4-1) (5-1)

= (3) (4)

= 12

The table value for 12 degree of freedom at 5% level of significant is 21.0. It is found that the calculated value 17.49 is less than the table value. Thus, the result is independent. Hence, it is concluded that there is no relationship between ages and factors of BFJ. Hence the alternative hypothesis is rejected and Null Hypothesis (H0) is accepted which stated that there is no relationship between the age of the respondents and their choice of branded fashion jewellery.

FINDINGS:

- ✚ Female consumers those who use non branded fashion jewellery mostly prefer earrings but in branded fashion jewellery people mostly prefer necklaces. So there is vast difference in non branded and branded fashion jewellery.
- ✚ Female consumers those who purchase non branded fashion jewellery refer the price first and then see the appearance.
- ✚ Most of the female consumers neglect the branded fashion jewellery for higher price and not available whereas in non branded fashion jewellery there is no guarantee and collections.
- ✚ Women those who purchase branded fashion jewellery prefer in to quality and see whether it looking gorgeous.

- ✚ The customers of non branded fashion jewellery give preference for style whereas in non branded fashion jewellery gives preference for brand.

SUGGESTIONS:

Suggestion for non branded fashion jewellery.

Most of the consumers prefer non branded fashion jewellery because there are varieties of design and more collection and price is also cheaper when compared to branded fashion jewellery. Therefore it is suggested to give more advertisements as the consumers get awareness through it.

Suggestion for branded fashion jewellery.

Branded fashion jewellery must be given with more offers, price reduction, gifts, more guarantees etc. It is also suggest that branded fashion jewellery must not be easily available to customer and more design should be equal to non branded fashion jewellery.

CONCLUSION:

The present study is mainly aimed to understand the consumer preferences over branded and non branded fashion jewellery and also to explore the various required strategies to the uplift economy of the jewellery market. It is concluded that the behaviour of the women are changing and now they started to giving preference to non branded fashion jewellery over branded fashion jewellery The level of satisfaction that the population has towards non branded fashion jewellery is a little higher. The branded fashion jewellery has become popular for the latest and trendy collection. In branded fashion jewellery the price is higher, no lifelong guarantee, no collection. So most of the women are prefer non branded fashion jewellery because there are more collections, design and also very low prices.

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PERCEPTION AND ADOPTION OF DIGITAL MARKETING AMONG CUSTOMERS IN THOOTHUKUDI CITY

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ABSTRACT

Digital marketing is continuously forming part of our daily lives and routines. It offers us not only new and fascinating opportunities as consumers but also creates possibilities that were previously perceived as unavailable to customers and companies. Digital marketing as a new medium in various business contexts has received much attention among researchers and practitioners. The future business prospects have huge dependency on digital marketing innovations. This study analyses the perception and adoption of digital marketing among bank customer in Thoothukudi city. To improve digital marketing engagement, marketers must focus on relationship based interactions with their customers.

KEYWORDS: Digital marketing, Dependency, Perception, Adoption.

INTRODUCTION

Digital marketing can be defined as the process of promoting of brands using digital marketing channels comprising internet, mobile and other interactive channels. The basic advantage in this form of advertising lies in its low cost model. Digital marketing communication is bidirectional. The medium of communication is mostly through social media websites, chat and E-mail.

Digital marketing is best for reaching global audience. There is always a fast way to develop an online campaign and carry out changes along its development and with digital tools, campaigning is easier. Digital marketing achieves targets of marketing a business through different online channels. Today's time of internet has opened the gateway of tremendous digital marketing opportunities for businesses. Digital marketing are more competent, effective, result-oriented and measurable which make it very different from traditional marketing.

OBJECTIVES OF THE STUDY

- To determine the factors leading to adoption of digital marketing.
- To identify the issues faced by the user while marketing through digital media.

- To know the feedback of the customers regarding their shopping experience over the internet.

ANALYSIS AND INTERPRETATION OF DATA

TABLE : 1

RANKING OF OPINION ON ADOPTION OF DIGITAL MARKETING

Opinion	Mean score	Rank
Convenience	4.12	I
Ease in locating products	4	II
Avail offers/discounts	3.9	III
Inclination towards buying something new	3.75	IV
No need to deal with sales people	3.7	V
Easy to return products and obtain refund	3.2	VI

Table 1 indicates the ranking of opinion regarding digital marketing using Likert's scaling technique. It is observed that 'Convenience' has the highest mean score of (4.12) and is ranked first, followed by 'Ease in locating products' (4) which is placed in the second position, 'Avail offers/ discounts' (3.9) in the third place, 'Inclination towards buying something new' (3.75) in the fourth place, 'No need to deal with sales people' (3.7) in the fifth place, 'Easy to return products and obtain refund' (3.2) in the sixth place.

TABLE: 2

RANKING OF OPINION ON DIGITAL MARKETING

Opinion	Mean Score	Rank
Wide variety and trendy products	4.43	I
Saves your time	4.05	II
Easy completion of the transaction on the website	3.77	III
Product information is reliable	3.42	IV
Ordered products is of desired quality	3.35	V

Table 2 indicates the ranking of opinion of respondents regarding digital marketing using Likert’s scaling technique. It is observed that ‘ Wide variety and trendy products’ has the highest mean score of (4.43)and is ranked first, followed by ‘ Saves your time’ (4.05) which is placed in the second position, ‘ Easy completion of the transaction on the website’ (3.77) gets the third place, ‘product information is reliable’ (3.42) gets the fourth place,while ‘Ordered products is of desired quality’ (3.35) gets the fifth place.

TABLE: 3

RANKING OF OPINION ON ADVANTAGES OF DIGITAL MARKETING SERVICES

Opinion	Mean score	Rank
Convenience& Flexible	4.08	I
Trust worthy	3.85	II
Cost effective	3.78	III
Effective tool to promote business	3.77	IV
Provides expected result	3.1	V
Tough task	2.95	VI

Table 3 indicates the ranking of opinion on advantage of digital marketing using Likert’s scaling technique. It is observed that ‘Convenience & Flexible’ has the highest mean score of (4.08) and is ranked first, followed by ‘Trust worthy’(3.85) which is placed in the second position, ‘Cost effective’ (3.78) in the third place, ‘Effective tool to promote business’ (3.77) in the fourth place , ‘Provides expected result’ (3.1) in the fifth place, and ‘Tough task’ (2.95) in the sixth place.

TABLE: 4

PROBLEMS FACED BY RESPONDENTS IN DIGITAL MARKETING

Problems	No. Of. Respondents	% Of Respondents
Delay in delivery	15	25
Delivery of cheap quality of products	25	42
Delivery of damaged products	15	25
No return/ replacement for defective products	5	8
Total	60	100

Table 4 shows that 42% of the respondents say that they have received cheap quality of products, 25% have stated that there is delay in delivery and 25% say they have received damaged products, while 8% of the respondents say that they did not get return/replacement for the defective products, which were delivered to them as per their online orders.

MAJOR FINDINGS OF THE STUDY

- While stating their opinion on performing digital marketing transaction, respondents, have stated that ‘Convenience’ is the top priority among all other advantages enjoyed by them. It is followed by other advantages like ‘Ease in locating products’ , ‘Availing offers/ discounts etc.
- Respondents have ranked the features of digital marketing in the following order wide variety and trendy products, Saves your time, Easy completion of the transaction on the website.
- The respondents have stated that the foremost advantages of digital marketing is convenience & flexibility, followed by trust worthy, Cost effective.
- Two third majority of the respondents say that they face problems while performing digital marketing transactions.

SUGGESTIONS

- More care should be taken by e-retailers to deliver the products before the promised date, in order to retain the customers and to make them satisfied.
- Warranty claiming procedure must be shown clearly in the website.
- The difference between the expected product and actual product obtained should be eliminated. Hence, due care and concern should be taken to ensure that the customer are fully satisfied with the product delivered into their hands.
- Accurate information relating to the product and services may be provided in the website.

CONCLUSION

The successful completion of this project indicates that the future of marketing is in the hands of digital services providers and adopters. Digital marketing is not only concerned with placing advertisements in portals, but also consists of integrated services and integrated marketing channels offered to them. Customers are highly information seekers and digital media is the only platform for two way communication between brands and customers. Digital marketing has increased in the last few years in

India. People have different views about it. But the fact is that digital marketing has tremendous potential to increase the sales in businesses if knowledge is imparted in the right way. Digital marketing campaign can help reduce costs, boost up inbound traffic and ensure better performance of search engines.

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A STUDY ON READER'S PERCEPTION AND SATISFACTION TOWARDS TAMIL AND ENGLISH NEWSPAPER IN THOOTHUKUDI

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ABSTRACT

Newspapers are the most powerful tool to express ideas and information. It is a part and parcel of modern life. It plays vital role by providing information and creating awareness among the people. A newspaper acts an important medium to control corruption and scams. The chief topics of general interest in newspaper include politics, sports, economy, movies and share market. A wide coverage of information is obtained at low cost through newspaper. Newspaper provides us with information collected from around the globe. It also helps to develop new ideas, and at times guides the common man and it also influences the habit of thinking in men. Newspaper creates reading habits and easily differentiates people who read and who do not. Reading is the art of learning something. Newspaper is the store house of knowledge and provides knowledge of different tests and kinds of different segments of the society. A newspaper is a publication that is issued daily or weekly and includes local and international news stories, advertisements, announcements, opinions, cartoons, sports news and television things etc. it is an important method to make the people aware of the latest happenings in their local area and around the world.

KEYWORDS: Reading habits, Consumer Behaviors, Newspaper.

1. INTRODUCTION:

The origins of Newspapers:

The history of newspapers is an often-dramatic chapter of the human experience going back some five centuries. In Renaissance Europe handwritten newsletters circulated privately among merchants, passing along information about everything from wars and economic conditions to social customs and "human interest" features. The first printed forerunners of the newspaper appeared in Germany in the late 1400's in the form of news pamphlets or broadsides, often highly sensationalized in content. Some of the most famous of these report the atrocities against Germans in Transylvania perpetrated by named, who became the Count Dracula of later folk-lore.

In the English-speaking world, the earliest predecessors of the newspaper were currants, small news pamphlets produced only when some event worthy of notice occurred. The first successively published title was *The Weekly News* of 1622. It was followed in the 1640's and 1650's by a plethora of different titles in the similar news book format. The first true newspaper in English was the *London Gazette* of 1666. For a generation it was the only officially sanctioned newspaper, though many periodical titles were in print by the century's end.

2. REVIEW OF LITERATURE:

A Newspaper is not only considered light weight and disposal publication, usually printed on low cost paper called Newsprint. But also it contains a journal of current news in a variety of topics. These topics can include Political events, Crime, Sports, Weather , Stock market Newspapers also often include Cartoons and other Entertainment. Newspaper is a knowledge inducing mechanism in the past years. Now, youths are preferring E-Newspapers.

◆ **King** (2009) examined visual communication in newspapers and reader satisfaction and found that visual newspaper readership resulted in more satisfaction with maps, overall graphic quality and news coverage and respondents rated the visual newspaper more modern, more appealing and better on overall performance. The author suggested multi-variate research designs for future visual communication research.

◆ **Southern Opinion Research** (2010) on newspaper readership indicated that newspaper reading was a consistent and important part of the lives of the vast majority of adults. Young people, those with less education and income, and minorities; all had strong newspaper reading habits. Newspaper advertising was an effective and preferred means by which consumers got information on the availability of products, the prices of those products, and the decision like where to shop. In general, the study finds that people prefer newspapers as a means of getting information through television, radio, suppers and direct mail.

◆ **Roland's** (2011) conducted a study on newspaper sectional reading and found that 30.7 per cent of all persons read ' Sunday newspapers and the most popular newspaper section is "local/domestic/national news" (read by 65 per cent of the readers), followed by "sports" (read by 59 per cent), "home and decoration" (read by 13 percent) and "Letters from the readers (read by 12 per cent). The author also found

that as many as 16 per cent of all readers read 10 or more sections and concluded that: "Some sections indeed go unread altogether, which is a complete waste. However, he assumes that someday, the online newspapers may be customised on a one-to-one basis to meet personal needs. Until then, the garbage dumps will be overflowing, the recycling plants will be running overtime ..."

◆ **Cheever, Nancy Ann** (2012) argued that as young people age, they become older, stable, and mature newspaper readers, and that a cohort analysis approach is needed to understand this phenomenon. The author looked at newspaper readership and its predictors both cross-sectionally and through cohort analysis over the 25-year period from 1972 to 1996. The study concludes that cohort analysis is a useful tool in understanding how people age into the newspaper reading habit, and that this analysis may help the newspaper industry better understand its readers.

◆ **Readership Institute at Northwestern University** (2013) launched a readership initiative because of a strong but unproven belief among newspaper leaders that the decline in readership could be reversed. The study shows that forces outside newspapers' control — such as explosion of competition, a perceived lack of consumers' free time, and demographic changes— are dwarfed by the things that newspapers can control. They include the kinds and levels of service newspapers provide, the emphasis of news content, the relevance of the brand the newspaper creates, and several other large solutions to grow readership.

3. STATEMENT OF THE PROBLEM

Newspapers are one of the traditional medium of communication people read newspapers to find out information new and what going on around the world reading.

Newspapers are good in many ways. For instance, Reader's can increase the numbers neologies by reading the newspaper. Reader's can also find information around world. In addition many people buy newspaper just to use the advertisement from the restaurants movies and discount stores reading has become a habit for most families.

The newspaper also plays on important means of communication between the government and the people. It is through the newspaper that the government places its programmers, its policies and its achievement before the people. The public also use them to express its dissatisfaction with the government. Newspapers are the evidence for history. The oldest form of Communication.

Newspapers are also an important means of advertisement. They help trade and commerce. If a trade he can do so by advertising his goods in the newspaper.

Thus in this study an attempt is made by the research or to evaluate the importance of reading newspaper and to compare the Tamil with English newspaper.

4. OBJECTIVES OF THE STUDY:

- ✚ To know about reader's interest towards reading newspaper.
- ✚ To analyse about the impact of online news reader's and daily newspaper reader's.
- ✚ To study about reader's preference towards newspaper categories.
- ✚ To analysis the reason of the preference of newspaper reading.
- ✚ To identify various problems faced by distributors of newspaper industries.

5. RESEARCH METHODOLOGY :

By adopting convenient sampling method 70 respondents were selected from various parts of Thoothukudi and questionnaire was distributed to get the primary data from them. This is an explanatory study on the marketing strategies in newspapers and around rural and villages area. Both descriptive and analytical methods have been used to explore critically linkage between the government and public of national business in newspaper. The present study is based on primary and secondary data.

Source of Primary Data:

Data are collected for the first time for a specific purpose in mind .Primary data is collected through the questionnaire method.

Source of Secondary Data:

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

6. ANALYSIS AND INTERPRETATION:

1) TABLE SHOWING GENDER WISE CLASSIFICATION:

S.NO	CLASSIFICATION	NO.OF RESPONDENTS	PERCENTAGE OF RESPONDENS
1	Male	45	64
2	Female	25	36
TOTAL		70	100

2) TABLE SHOWING LANGUAGE PREFERENCE OF THE RESPONDENTS

S. NO	PREFERENCE	NO. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	TAMIL	32	46
2	ENGLISH	7	10
3	BOTH	31	44
TOTAL		70	100

3) TABLE SHOWING TIME SPEND IN NEWSPAPER CRITERION

S.NO	TOPICS OF NEWSPAPER	NO. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Sports	19	27
2	Politics	24	34
3	Advertisement	19	27
4	Others	8	12
TOTAL		70	100

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.

- Age
- Frequency of reading Newspaper

Null Hypothesis (H₀)

There is significant relationship between Age and Frequency of reading Newspaper.

Alternative Hypothesis (H₁)

There is no significant relationship between Age and Frequency of reading Newspaper.

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

O = Observed Frequency

E = Expected Frequency

Expected Frequency = Row Total x column Total

Grand Total

4) TABLE SHOWING SATISFACTION TOWARDS AGE AND FREQUENCY OF READING NEWSPAPER

Frequency of Reading Newspaper & Age	Regular	Frequently/Habitually	Rare	Total
Below 20 yrs	3	3	0	6
21-30 yrs	11	0	3	14
31-40 yrs	6	1	4	11
41-50 yrs	13	8	0	21
Above 50yrs	8	5	5	18
Total	41	17	12	70

Rows & columns	O	E	O-E	(O-E) ²	(O-E) ² /E
R₁C₁	3	3.51	0.51	0.26	0.07
R₂C₁	11	8.2	2.8	7.84	0.96
R₃C₁	6	6.44	0.44	0.19	0.03
R₄C₁	13	12.3	0.7	0.49	0.04
R₅C₁	8	10.5	2.5	6.25	0.59
R₁C₂	3	1.46	1.54	2.37	1.62
R₂C₂	0	3.4	3.4	11.6	3.4
R₃C₂	1	2.67	1.67	2.79	1.04
R₄C₂	8	5.1	2.9	8.41	1.65
R₅C₂	5	4.37	0.63	0.39	0.09
R₁C₃	0	1.03	1.03	1.06	1.03
R₂C₃	3	2.4	0.6	0.36	0.15
R₃C₃	4	1.89	2.11	4.45	2.35
R₄C₃	0	3.6	3.6	12.9	3.58
R₅C₃	5	3.09	1.91	3.65	1.18
TOTAL					17.78

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

$$= 17.78$$

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

$$= (5-1) (3-1)$$

$$= (4) (2)$$

$$= 8$$

INFERENCE:

The table value for 8 degree of freedom at 5% level of significant is 15.5. It is found that the calculated value 17.78 is greater than the table value. Thus, the result is dependent. Hence, it is concluded that there is significant different between Age and Frequency of reading Newspaper.

Therefore, null hypothesis (H0) is rejected.

Alternatively, the null hypothesis (H1) is Accepted.

7. FINDINGS AND SUGGESTIONS

This chapter handles the major role of the project. The researcher reveals the findings, and the suggestions of the project entitled “Readers’ Perception and satisfaction towards Tamil and English News paper in Thoothukudi Town.


FINDINGS:

1. Majority (30%) of the Newspaper Reader’s belong to the age group of 41-50 years .
2. This study concluded that (64 %) of the readers are Male.
3. This study shows that (41%) of the respondents are having Primary Education.
4. This study concludes that (22%) of the respondents are Businessman.
5. Most of the people prefer (46%) Tamil Newspaper than (44%) Both Newspaper.
6. It is found that (43%) of the people are to know the news from the Newspaper.
7. It is found that (64%) of people have Good opinions about agent service.
8. (49%) of respondents of Tamil Newspaper reader’s and (44%) of respondents of English Newspaper reader’s were buying newspaper for Competitive Exam preparation.
9. Most of the people do not change the newspaper (i.e) 59% of people are buying same brand paper for many years.

10. Most (51%) of the people feel that Tamil Newspaper is reasonable about price rate.
11. Most (50%) of the people feel that English Newspaper is reasonable about price rate.
12. The study reveals that majority (87%) of the people says that newspaper is the best way of communication today.
13. It is study that (59%) of the people have the Satisfactory opinion in the service rendered by Newspaper distributors/ Agents.
14. Most (56%) of the people read the newspaper for 15-30mins and area of interest is Politics.
15. Most(37%)of the people says local newspaper were most useful in providing with relevant information.
16. Most (53%) of the people says Tamil Language newspaper were gives more information to news reader's.
17. Price is the First preference to the reasons for buying and reading the particular Newspaper as per the ranks allotted by the respondents.
18. Improving Communication Skills is the First preference that advantages of Reading Tamil and English Newspaper as per the ranks allotted by the respondents.
19. National/World Economy is the First preference that the particular topic usually read the Newspaper as per the ranks allotted by the respondents.
20. Price is the First preference to the reasons for selecting particular Newspaper as per the Garrett ranks allotted by the respondents.
21. **Dina Thanthi** was the First preference to reasons for giving valuable information in the Tamil Newspaper as per the Garrett ranks .
22. **The Hindu** was the First preference to reasons for giving valuable information in the English Newspaper as per the Garrett ranks .
23. Chi Square test for the satisfaction towards age and how often read newspaper reader's as the table value for 8 degree of freedom at 5% level of significant is 15.5. It is found that the calculated value 17.78 is greater than the table value. Thus, the result is dependent. Hence, it is concluded that **There is a significant different between Age and Frequency of reading Newspaper**. Therefore, null hypothesis (H₀) is rejected.

SUGGESTIONS:

The following suggestions are recommended for enhancing Reader's Perception and Satisfaction towards Tamil and English Newspaper.

-  Awareness programme of reading newspaper could be given more popular in newspaper TV, Radio, Slide show etc.

- ✚ Newspaper should typically publish news on local and National Political event.
- ✚ Advertisement can be modified, so that it should attract new readers.
- ✚ News for the sports people should be made more innovative and creative to add communication skills and general knowledge.
- ✚ Apart from the books of renowned writer can be added in a separate column.
- ✚ International news can be added more.
- ✚ More standardized magazines can be given along with the newspaper.
- ✚ Newspaper should be made more attractive to all age people.
- ✚ Picturisation can be more in the newspaper to make the uneducated to know the news.
- ✚ More puzzle games can be included in the newspaper to attract more youth readers.
- ✚ Newspaper model can be more attractive to attract the young readers.
- ✚ To encourage readers' competitive exam related articles should be added in the newspaper.

8. CONCLUSION

The most important function of Newspaper is to bring news of the world. The Newspaper not only deals crime articles, but also updating issues our country information and the world as well. Thus Newspapers are also an important medium of communication between the government and the people. Newspapers publish the awareness program for people. Newspapers should be neutralized and justified.

Newspapers are one of the traditional mediums used by business both elders and Young people read Newspaper to find out information, news around the world. However, there are many pros and cons about reading the Newspaper. Reading the Newspaper can help people in many ways. For instance, it can help people known the today news, sports, crossword etc. A Newspaper is publication usually issued daily or weekly, containing current news editorials. Newspapers are not meant for time pass. Instead of the Newspaper creates knowledge and critical thinking.

Newspapers are also available in mobile, laptop and pamphlets. One can carry them anywhere and they are lighter than a laptop. Newspaper gives the most important news in the first paragraph. So even if the readers read the first paragraph of every article readers can identify the articles entire article. Therefore the Newspaper has become the main source of information.

Some future projects should carry out in publisher perception towards readers, level of expectation of readers, study about readers' preference, study about major outlets of news papers and comparative study on Tamil and English news papers.

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A STUDY ON THE PORTFOLIO CHOICE OF INDIVIDUAL INVESTOR'S IN THOOTHUKUDI.

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ABSTRACT

Knowing the investors' behavioral traits is very essential before allocating complex financial products to them. The study aims to gain insights and information into the factors that affect investment planners, financial advisers and individuals need to consider improving their portfolio and its performance. Peoples' investment decision and hence their portfolio which hitherto has not been tested further more it intends to identify the factors that drive investors' to choose investment over another and determine how they make their investment portfolios. A knowledge based framework has been framework has been proposed in this paper to capture knowledge about a prospective customer from the minds of the existing customer during the interactions which an adviser has with his existing client.

INTRODUCTION:

The term investing could be associated with the different activities, but the common target in these activities is to employ the money (funds) during the time period seeking to enhance investor's wealth. Funds to be invested come from assets already owned, borrowed, money & savings. By foregoing consumption today & investing their savings investors expect to enhance their future consumption possible increasing their wealth. But it is useful to make a distinction between real & financial investments.

Real investment generally involves some kind of tangible asset such as land, machinery, factories etc. financial investments involve contracts in paper or electronic form such as stocks, bonds etc. following objectives as it presented in the introduction this course deals only with the financial investments because the key theoretical investments concepts & portfolio theory based on these investments and allow to analysis investment process and investment management decision making in the substantially broader context.

Investment field also differ from the corporate finance is using the relevant method for research and decision making. Investment problems in many cases allow for a quantitative analysis and modeling approach and the quantitative method are more often used analyzing corporate finance problem An investment is based upon the analysis and its main goal is to promise safety of principle sum invested and to earn the satisfactory risk. There are two types of investors namely individual investors and institutional investor.

Individual investor are individuals whom are investing on their own. Sometimes individual investors are called retail investor. Institutional investors are entities such as investment companies, commercial banks, insurance companies, pension funds and others financial institutions. In recent years the process of institutionalization of investors can be observed.

STATEMENT OF PROBLEM:

In the urban Indian ability to invest is comparatively higher because of the higher household's income while it is compared with rural Indian. The dominant income groups in the urban Indian are middle income people. They may depend on fixed income or business income or both. The people need to sort out security and return from their investment. They made off between risk & return also. Their investment behavior depends so many factors which are socio, economic, personal, psychological oriented. If the behavior is properly shaped through the financial institution in India the economy will definitely reach the prosperity. Hence the present study focuses on investment behavior of the individual investors.

OBJECTIVES OF THE STUDY:

- ❖ To recognize the investment pattern among the respondent.
- ❖ To exposes the attitude towards various investments.
- ❖ To identify the future proposal of the investors
- ❖ To analysis the factor influencing the investable surplus.
- ❖ To identify the threats this may affect the investment of the individual.

METHODOLOGY:

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

HYPOTHESIS:

Null hypothesis (H₀₁):

There is no significant relationship between investment preference and education.

Null hypothesis (H₀₂):

There is no significant relationship between risk perception towards income wise investment.

DATA ANALYSIS:

PRIMARY INVESTMENT

Primary investment	No of respondent	Percentage
Saving plan	34	49
Retirement plan	11	16
Child education	14	20
Insurance	11	15
Total	70	100

INVESTMENT WHICH HELP IN NEED

Investment	No of respondent	Percentage
Bank	20	29
Company deposit	10	14
Chit funds	8	11
Land	9	13
Gold	23	33
Total	70	100

INVESTMENT SERVICE AGENT

Investment agent service	No of respondent	Percentage
Good	25	36
Bad	12	17
Average	33	47
Total	70	100

INVESTMENT PREFERENCE AND EDUCATION

Null hypothesis(H_0):

There is no significant relationship between investment preference and education.

Alternative hypothesis(H_1):

There is a significant relationship between investment preference and education.

Level of satisfaction	High	Medium	Low	Total
Education qualification				
U.G	17	3	2	22
P.G	15	2	1	18
Professional	21	3	0	24
others	2	3	1	6
Total	55	11	4	70

RISK PERCEPTION TOWARDS INCOME WISE INVESTMENT

Null hypothesis(H_0):

There is no significant relationship between risk perception towards income wise investment.

Alternative hypothesis(H_1):

There is a significant relationship between risk perception toward income wise investment.

LEVEL OF SATISFACTION INCOME	High	Medium	Low	Total
< 3,00,000	5	8	3	16
3,00,000-4,20,000	8	6	2	16
4,20,000-5,40,000	7	5	1	13
Above 5,40,000	19	6	0	25
Total	39	25	6	70

Findings:

- It is found that most of the investors' are maximum invest for their saving purposes.
- It is found that most of the investors' feels investing in bank is more secured.
- It is analyzed that of investors' feel that investing in gold help in more need.
- The study reveals that majority of investors invest up to 6-10% on their income.
- The study reveals that majority of the investors' rate the average for investment services agent.
- The result of chi-square test concluded that there is no significant relationship between investment preference and education qualification.

- The result of chi-square test concluded that there is a significant relationship between risk perception towards income wise investment.
- Capital investment is the main factors which took first place in the analysis opinion rating the features of an ideal portfolio.
- It is found that saving is the most inferential factors towards investment in which convenience took first.
- Reason for priority of investment in land found in this study. In which is fixed supply other as follow like higher than price gold, tax benefit, strategy location, increase in price in land, purposes of leverage , price flexible and high demand.
- The study analysed is the threats of portfolio investment, in which fluctuation in market price rank first.

Suggestions:

- Motivation can be provided to female investors on the need for the varied choice of investments rather than a specified one source.
- Awareness should be created among the investors about the various source of investment and their yield.
- Despite the barrier of geographical area , investment should be introduced among every one
- Each individual can be taught about the benefit of portfolio management through the various sessions in their place of employment itself.
- The formalities that are required to make investments in banks, shares etc can be simplified.
- Procedures of investment must be easy even for illiterate so that they can maintain their individual portfolio.

CONCLUSION:

Investment can be looked upon in two ways- one in the angle of earning a yield or return in the hand of individual investors and other in the angle of capital creation to the economy. The expense of an individual is the income for another. In the same way investment as a compulsory saving- a form of expense is the income of the economy. On the smaller note the portfolio choice of individual investors ensures a secured and probably a defined future for the investors. Whatever may be the reason for their expectation of earning and income, investment has dual benefit. One for the investor and other for the economy. In today's scenario the choice of investment in front of the investors is plenty. It may range from the traditional methods of banks, chit funds and gold to the modernized investment source of shares, commodity and mutual funds investors are guaranteed for a fixed return for their contribution in form of investment. Days in which we are presently at is the period

where virtual reality and artificial intelligence are common. Technology has opened us to an era where investment is not only in the form of bank deposits and gold but it is futures, options, derivatives, mutual fund etc.

The choice of investments available has created the importance for the need for portfolio management. The study reveals the level of awareness of the investors. About the various sources of investment. As the note of conclusion it can be stated that whatever may be the level of income there is an urge among the people to invest. It is both the duty of the government and also the people utilize the fund property and efficiently when the flow of funds are regularized both in small scale (family) and large scale (government /nation) the growth of people and the nation becomes inevitable.

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A STUDY ON CUSTOMERS' BUYING BEHAVIOUR AND PERCEPTION TOWARDS POTTERY PRODUCTS IN THOOTHUKUDI

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ABSTRACT

Pottery is the most sensual of all arts. In India, we have had a great tradition of pottery making. Now days, consumers have been changes in the perception level of taste, culture, traditions etc. There are variety of pottery products are used namely, jugs & jars, soil stove, akal Villaku, plates, fry pan, Man pannai, tumblers, ladles, bowels, paniyarm pan, clay idly cooker and different type of pots etc. The main aim of this study was to analyze the buying behaviour and perceptions towards customers' in pottery products. This research was followed by sequential mixed methods; quantitative and qualitative methods to explore factors of buying behaviour for pottery products. The study has four main parts introduction, statement of problem, data analysis, findings, suggestions and conclusion. Data analyses were drawn with the help of the suitable statistical tools.

KEY WORDS:

Clay-Cookware, Customers' behaviour, Perception, Porcelain, Earthenware and Stoneware.

.INTRODUCTION:

Pottery is the process of forming vessels and other objects with clay and other ceramic materials, which are fire at high temperatures to give them a hard, durable form. Major types include earthenware, stoneware and porcelain. The place where a potter makes such wares is also call a *pottery* (plural "Potteries"). The definition of *pottery* used by the American Society for Testing and Materials (ASTM) is "all fired ceramic wares that contain clay when formed, except technical, structural, and refractory products." In archaeology, especially of ancient and prehistoric periods, "pottery" often means vessel, figures etc. Moreover, the same of these materials are called "terracottas". The pottery is made by forming a ceramic (often clay) body into objects of a desired shape and heating them to high temperatures (1000-1600 °C) in akiln and induces reactions that lead to permanent changes including increase the strength and solidity of the object's shape. Much pottery is purely utilitarian, but much can regarded as ceramic art. A clay body can decorated before or after firing.

REVIEW OF LITERATURE:

Rhodes (1972) examines, "The problems of difficulties faced by potters"; the difficulties are due to variables involved even when all the materials are bought in prepared form. And he may need to know, why some clay shrink more than others, why pots sometimes crack during cooling of the kiln, and how to blend and fire materials for the desired effects of few techniques. The study concludes that what are the variables of forming techniques needed, firing, drying even glaze application remain and suggest that the behaviour of potters and during the purchase of raw materials.

Nelson (1984) states that "Except in few Muslims-influenced regions in North Africa". All pottery was Hand built in a combination of coil and paddle. In this study he describes the building of Hand using clay is one of the oldest technique i.e. Handmade Pottery. The study concludes, that what are the methods are followed by today's world have been changed by one generation to another generation.

Oladipo (2004) in his study, "changing phases of traditional art" says that the contemporary pottery is an offshoot of traditional pottery and shows the only differences between the two techniques of production. He concludes that the contemporary relies heavily on modern equipment; the traditional pottery relies solely on the use of hand and simple crafted tool.

Ali (2006) entitled, "The design-problems in pottery products in Today's world", identifies the reason many people practised the art of pottery. He says that, it was due to the availability and abundance of clay as the basic raw materials for pottery making.

A.J.A.Ranjit Singh, A.M.Murgan and S.Vidhya (2011, 10-12; 375-379), in their journal of "Indian Journal of traditional knowledge about pottery products", says that the evaluation of shelf life and organoleptic aspects of fruits and vegetables stored in a modified traditional earthen pot cool chambers for storage usage. They suggested that the efficiency of modified traditional earthen pot preserve bio-chemical and organoleptic value of vegetables and fruits.

STATEMENT OF PROBLEM:

The study helps to find out the needs, preference, and usage and purchase pattern of the respondents towards pottery products. The research is interested to know the buying behaviour and perception level of pottery products. It believed that this study would help to gain knowledge on issues like factors influencing the buying behaviour, pattern, source of awareness, price, taste and preference, models, styles etc.

OBJECTIVES OF THE STUDY:

- ✿ To study the factors that influenced the respondents to use pottery products.
- ✿ To study knowledge and awareness of users on pottery products.
- ✿ To know the satisfaction level of the respondents for using pottery products.

CONSTRUCTION OF TOOLS:

The researcher had a discussion with a group of customers of pottery products. Based on the discussion questionnaires were constructed to elicit the required information from the respondents. A Sixty-(60) copy of questionnaire was taken and distributed among the respondents. A copy of the questionnaire appended.

SAMPLING DESIGN:

By adopting convenience-sampling method, samples of 60 respondents are selecting from various parts of Thoothukudi and the questionnaires distributed to get the primary data from them.

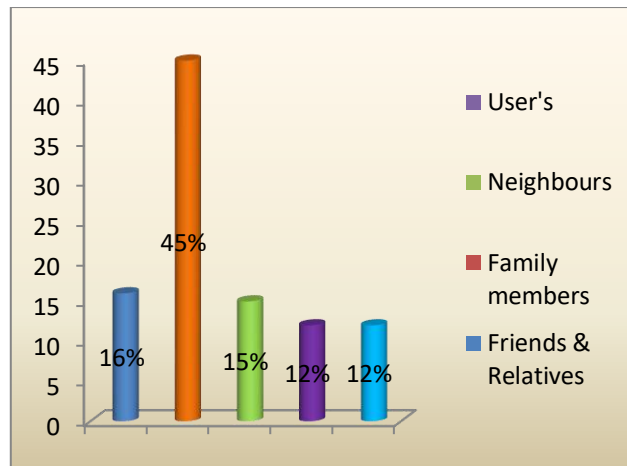
METHODOLOGY:

The collected data from the filled up questionnaire was edited properly to make them ready for coding. The collected data analyzed by using the following statistical tools namely Percentage analysis and Ranking method.

ANALYSIS OF DATA:**TABLE -3.1****Awareness about pottery products**

Particulars	No. of Respondents	Percentage (%)
Friends & relatives	10	16
Family members	27	45
Neighbours	9	15
User's	7	12
Social Networking Sites	7	12
Total	60	100

Source: Primary Data



INFERENCE

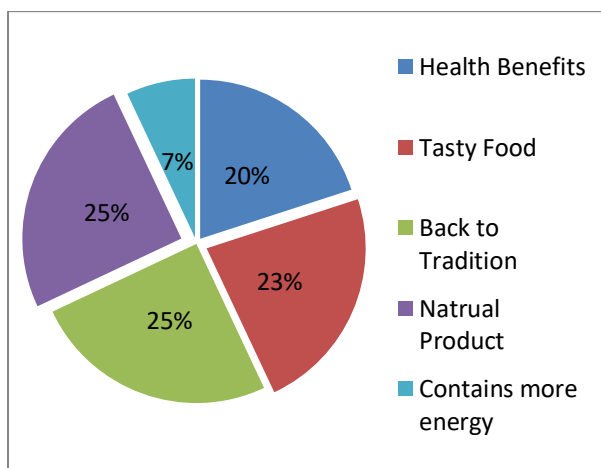
The above table shows that the respondents are getting awareness about the pottery products. Hence, majority that is 45% of them are getting awareness of pottery products from Family members.

TABLE -3.2

Preference for using the pottery product

Particulars	No. of Respondents	Percentage (%)
Health benefits	12	20
Tasty Food	14	23
Back to Tradition	15	25
Natural Product	15	25
Contains more Energy	4	7
Total	60	100

Source: Primary Data



INFERENCE

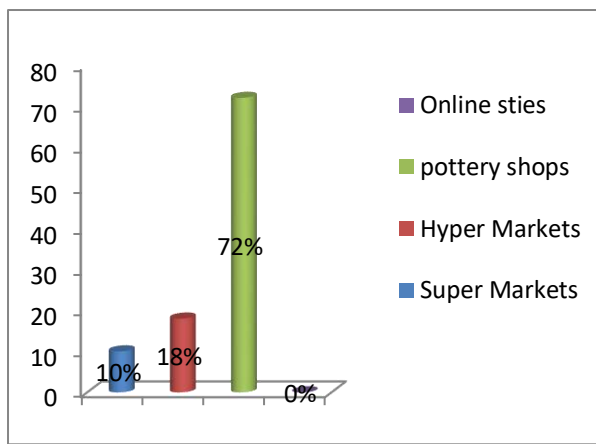
The above table shows that 20% of the respondents are preferred the pottery product due to health benefits, 23% of them are Tasty Food ,25 % of them are both back to tradition and Natural Product and 7% of them are contains more energy.

Thus, majority that is 25% of them preferred the products due to both natural product and back to traditions.

TABLE -3.3

Place of purchase

Source: Primary Data



Particulars	No. of Respondents	Percentage (%)
Super Markets	6	10
Hyper Markets	11	18
Pottery Shops	43	72
Online sites	0	0
Total	60	100

INFERENCE

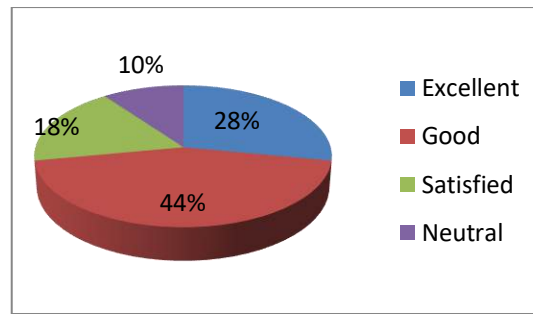
The above table shows that 10% of the respondents have purchased pottery products from super markets, 18% of them are Hypermarkets and the remaining 72% of them from the place of pottery shops. Thus, majority that is 72% of them are from the place of pottery shops.

TABLE – 3.4

Overall opinion about the pottery products

Particulars	No. of Respondents	Percentage (%)
Excellent	17	28
Good	26	44
Satisfied	11	18
Neutral	6	10
Total	60	100

Source: Primary Data



INFERENCE

The above table 3.4 depicts that 28% of the respondents agreed that overall opinion about the pottery products are excellent, 44% of them are good, 18% of them are satisfied and 10% of them are Neutral.

Thus, majority that is 44% of the respondents agreed that overall opinion is good.

CHI-SQUARE TEST:

NULL HYPOTHESIS (H₀):

There is no significant relationship between the age and price of Pottery products.

ALTERNATIVE HYPOTHESIS (H₁):

There is a significant relationship between the age and price of Pottery products.

TABLE – 3.5

Age and opinion about the price

Rows & Columns	O	E	O-E	(O -E) ²	$\frac{(O -E)^2}{E}$
R ₁ C ₁	1	2.67	-1.67	2.79	1.05
R ₂ C ₁	2	3.17	-1.17	1.37	0.43
R ₃ C ₁	4	2.67	1.33	1.77	0.66
R ₄ C ₁	3	1.5	1.5	2.25	1.5
R ₁ C ₂	9	8	1	1	0.13
R ₂ C ₂	8	9.5	-1.5	2.25	0.24
R ₃ C ₂	7	8	-1	1	0.13
R ₄ C ₂	6	4.5	1.5	2.25	0.5
R ₁ C ₃	9	5.33	3.67	13.47	2.53
R ₂ C ₃	8	6.33	1.67	2.79	0.44
R ₃ C ₃	7	5.33	1.67	2.79	0.52
R ₄ C ₃	6	3	3	9	3
Total					11.13

Source: Primary Data

INFERENCE

The above table indicates degrees of freedom at 5% level of significance are 12.6 and the calculated value is 11.13 greater than the table value. Thus, the result is independent. Therefore, the Null Hypothesis accepted. Hence, it has concluded that, there is a significant relationship between age and opinion about the pricing of the pottery products.

TABLE – 3.6

Rank the level of satisfaction towards pottery products

Factors	Total	Mean	Rank
Price	2512	41.87	V
Styles & designs	3106	51.77	IV
Tasty & Healthy	3546	59.1	I
No side effects	3341	55.68	III
Natural Product	3482	58.03	II
Durability	2013	33.55	VI

Source: Primary Data

INFERENCE

The above table reveals that the majority of the respondents had the first preference and highest ranked is Tasty & healthy. And, the second ranked is Natural Product, No side effects is third ranked, Styles & Design is fourth ranked, Price is fifth ranked and Durability is sixth ranked.

FINDINGS:

- ☆ Out of 60 respondents, majority (45%) of the respondents are getting awareness of pottery products from family members.
- ☆ The study found that majority (25%) of them are preferred the products due to both natural products and back to traditions.
- ☆ Majority, 72% of respondents are purchase the products from the place of pottery shops.
- ☆ This study observed that (44%) of the respondents are agreed that overall opinion about the product is good.
- ☆ It is observe that age and opinion about the price towards pottery products are independent which shows the price does play a vital role in the purchase of pottery products.
- ☆ The study reveals that most of the respondents have ranked “Tasty & Healthy “ is the first product preference and their satisfaction of pottery products, followed by the natural product, no side effects, styles 7 designs, price and durability.

- ☆ This study disclosed that majority (42%) of the respondents are using man pannai.
- ☆ Majority (57%) of the respondents have purchased the products during the period of summer season.

SUGGESSTIONS:

- ☆ Making beautiful pottery out of hunk of clay takes creativity.
- ☆ By introducing more designs and colours, it can help to improve the preference towards pottery products.
- ☆ The shops must introduce more offers and discounts sale which helps to boost the demand of pottery products.
- ☆ To create separate online site purchase the pottery products.
- ☆ Improve the quality and durability of the products.
- ☆ Advertisement must play a vital role to know about & to build awareness of the products. Because advertisements are, find to be the most powerful tool for inducing the consumer's purchase, so it is better for more attention towards advertisements.
- ☆ Reduction in price of products will enable all classes of people to purchase.

CONCULSION:

Buying pottery products are most important thing in today's modern world, because it is very imperative to maintain our health to alive. In modern world, the study found that most of the people frequently using these products namely; Man Pannai, Plates, Fry pan, Ladles, Bowels, Soil Stove, Tumblers etc. Pottery products are free chemical products so that these products contain more energy and to give healthy food. Researchers found that the cooking in the pottery products could help in reducing oil, fat, cholesterols etc. Right now, customers are willing to pay correct prices for the products, which are physically friendly like pottery products. However, they are not ready to compromise the quality of the product where these products free chemical products. Therefore, entrepreneurs, marketers, or potters should consider the customers perception or attitude or tastes and preferences while making the products and marketing, it will create completive advantage and win-win situation for the marketers / potters and also the customers.

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A STUDY ON CUSTOMERS' PERCEPTIONS TOWARDS BUYING ECO-FRIENDLY DIVERSIFIED JUTE PRODUCT IN THOOTHUKUDI

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ABSTRACT

This aim of study is to explore the perceptions of customers in purchasing decision of eco-friendly jute diversified jute products. This study was followed by sequential mixed methods; quantitative and qualitative methods to explore factors of buying decisions for eco-jute products. A convenience sampling of 60 respondents were surveyed at Thoothukudi. Eco-friendly jute diversified products are shopping bags, laundry bags, shoulder bag, purse, schoolbag, floor mats and decorative items etc.... Green marketing should be practised for jute diversified products due to its eco-friendliness. The findings of this study is customers have positive attitudes to jute diversified products but necessary initiative should be taken to make customer's satisfaction.

Keywords: consumer behaviour, Environment and Green marketing.

INTRODUCTION

Jute is in general a natural fiber most typically called the golden fibre that is grown in abundance throughout Bangladesh. As considered the "fibre of the future" it is the cheapest and strongest among other natural fibres. Jute is in the second position among world's production of textile fibres. Bangladesh, India, Thailand and china are one of the major producers of jute fibers. In addition, it is also fabricate and grown in South west Asia and Brazil. Jute fibre that is additionally often referred to as pat, kosta, nalita was once the largest exchange jobholder of this country. Despite, the reduction in conventional uses of this artifact and challenge thrown by product made up of artificial and allied fibers for the previous few decades nonconventional jute product are wanted in wider range by textile enterprises and makers now a days. Jute, a natural fibre, is a precious gift of Mother Nature to the mankind.

STATEMENT OF PROBLEM

The study of consumer will have its demand in spite of substitutes artificial fiber based products such as plastic or plotline. This study will help entrepreneurs to design marketing strategies for sustaining in the competitive business world. Jute product marketing should be practiced for jute diversified products due to its eco-friendliness. The study of the customers have positive attitudes to jute diversified products but necessary initiatives should be taken to

make customer's satisfaction. Hence, the understanding consumers buying factors or consumer behavior are very significant to entrepreneurs for successful marketing. Jute has been facing ups and downs in the last few decades, but it has all the potentials of becoming the sustainable golden fibre of the future.

REVIEW OF LITERATURE

Afrin Tania(2010) “ The problem of difficulties faced by the global” the world today is facing problem due to global warming if we can ensure environmental protection for sustainable development, it will play vital role for reducing global warming. They conduct that transformed consumer's behaviour towards many products which has led many manufacturers and sellers to bring new and innovative product.

Mr.Bhuendrasingh (2011) “ Issue climate change the global” A study on this opinioned that during the present time when the issue of environment and climate change have become major global concern more and more government and cities are putting restriction on non eco-friendly products, eco-friendly products like jute, paper and cloth are becoming the most viable alternative.

Bhattacharya (2012) “Sources of information for jute product ”jute industry in India, with a turnover of Rs 5,500 crore, is seeing growing international interest for diversified lifestyle jute products, of the Rs 1,200-crore jute exports lifestyle products. They conduct that in cities where the government is serious about eco-friendliness, like in Delhi, they sold about half a million bags in the last 2-3 month.

Maen Md. KhairulAkter (2013) “Government encourage the entrepreneur” The desire of Indian government is giving up to 30% incentives to the jute shopping bag exporters to encourage the industry. Therefore, they are being able to capitalize on the opportunities to be taken. The global market of jute shopping bag should be exploited more strongly as it can easily reach billion dollars in yearly export value.

According to Agyeman (2014) “Awareness of people purchase the eco friendly product” the desire of consumers to purchase eco-friendly products and services is rising and many are more aware of environmental issues and consequently choose products that do not damage the environment over less environmentally friendly products.

Sachdev(2016) “ Protection environmental market process” study on there is growing interest among the consumers all over the world for protection of the environment. The jute consumers are the main motivating force behind the marketing process. It is conducted that environment and their own well-being that drives demand for eco friendly products, which in

turn encourages improvements in the environmental performance of many products and company.

OBJETIVES OF THE STUDY

- ✿ To study knowledge and awareness of customers on eco-friendly jute products
- ✿ To identify the factors influences buying for the eco-friendly jute products.

Construction of tools

The researcher had a discussion with a group of customers of Jute products. Based on the discussion questionnaires were constructed to elicit the required information from the respondents. A Sixty-(60) copy of questionnaire was taking and distributed among the respondents. A copy of the questionnaire appended.

SAMPLE DESIGN

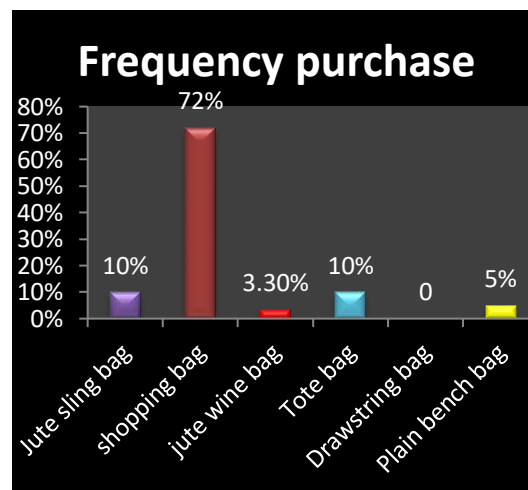
As the population was not known accurately, the respondents were selected by using Convenience sampling method and the questionnaire was collected among users of diversified eco- friendly jute product in Thoothukudi.

LIMITATION OF THE STUDY

- ✿ Only limited tools are used in the study due to time constraint
- ✿ The researcher is able to cover only consumer’s perception in diversified jute product.
- ✿ The sample size is only 60 which may not reveal the true picture of the population.

Table 3.1 Frequency purchase

Classific ation	No. of Respon dents	Percenta ge(%)
Jute sling	6	10
Shopping Bag	43	72
Jute wine Bag	2	3
Tote Bag	6	10
Drawstring Bag	-	-
Plain Bench Bag	3	5
Total	60	100



Source: Primary data

Inference

The table 3.1 shows that 10 percentage of them are frequently purchased by the jute sling bag, 72 percent of them shopping bag, 10 percentage of them tote bag and 5 percentage of them plain bench bag.

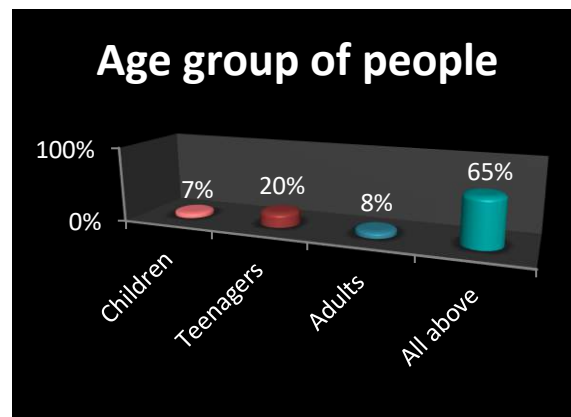
Thus, majority that is 72 percentage of them are purchasing the shopping bag.

Table 3.2

AGE GROUP OF PEOPLE USING

Age group	No. of Respondents	Percentage(%)
Children	4	7
Teenagers	12	20
Adults	5	8
All above	39	65
Total	60	100

Source Primary data



Inference

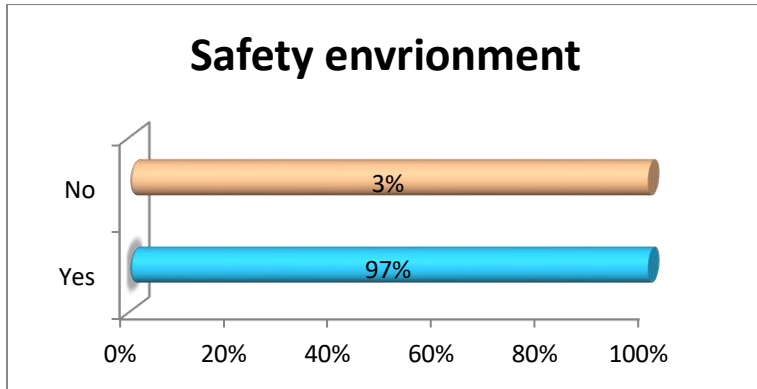
The table 3.2 shows that 7 percentage of the respondents belong children, 20 percentage of them teenagers, 8 percent of them adults and 65 percentage of them all the above. Thus, majority that is 65 percentage of them are all the above.

Table 3.3

SAFETY ENVIRONMENT FOR THE JUTE PRODUCT

CLASSIFICATION	NO.OFRESPONDENTS	PERCENTAGE(%)
Yes	58	97
No	2	3
Total	60	100

Source: Primary data



Inference

The table 3.3 shows that 97 percentage of the respondents are accepted that environment is safety, 3 percentage of them are environment is not safety.

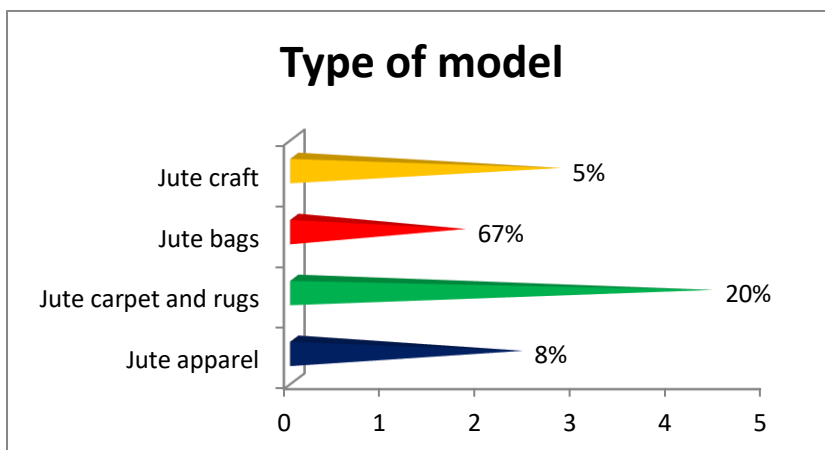
Thus, majority 97 percentage of them are accepted that environment is safety.

Table 3.4

TYPE OF MODEL FOR USING JUTE PRODUCT

CLASSIFICATION	NO. OF NRESPONDENTS	PERCENTAGE(%)
Jute apparel	5	8
Jute carpet and rugs	12	20
Jute bags	40	67
Jute craft	3	5
Total	60	100

Source: primary data



Inference

The table 3.4 shows that 8 percentage of the respondents are using jute apparel model, 20 percentage of them jute carpets and rugs, 67 percent of them jute bags and 5 percentage of them jute craft.

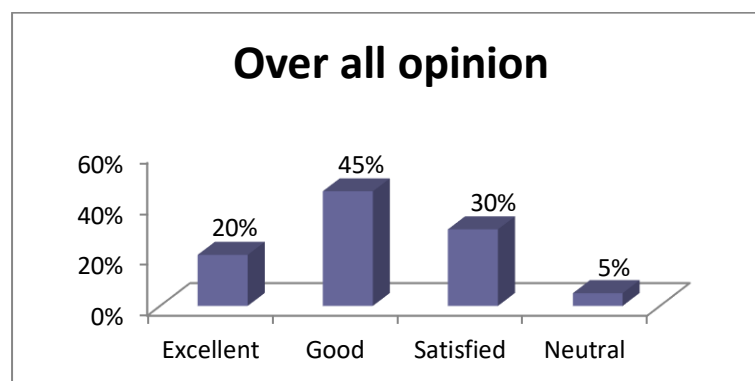
Thus majority, that is 67 percentage of the respondents are using the jute bags model.

Table 3.5

OVER ALL OPINION ABOUT THE JUTE PRODUCT

CLASSIFICATION	NO. OF RESPONDENTS	PERCENTAGE(%)
Excellent	12	20
Good	27	45
Satisfied	18	30
Neutral	3	5
Total	60	100

Source: Primary data



Inference:

The table 3.5 show that 20 percentage of the respondents said that over all opinion about jute product is excellent, 45 percent of them are good, 30 percentage of them are satisfied and 5 percentage of them neutral.

Thus, majority 45 percentage of them are good.

Findings and suggestion

- The study reveals that 72% of them frequency purchasing the shopping bag.
- 97% of the respondents agreed that environment is safety.
- ❖ The present study reveals that majority 65% of them are all above age group people using the jute product.
- ❖ The study found that majority, that is 67% of the respondents are using the jute bag model.
- ❖ The present study depicts that 45% of the respondents said that, over all opinion of jute product is good.

Other Findings of the study are:

- ❖ The study reveals that the majority i.e., 48% of them buying jute product from hyper market.
- The study reveals that majority 55% of them are not purchase through online.

- It is found that 85% of them preferred amazon website.
- The study depicts that 67% of the respondents price charged by the jute product is reasonable.
- The study found that 92% of them are easily available in the market.

SUGGESTIONS

- The marketers of jute diversified industry should formulate effective marketing strategies for enhancing customer ‘s knowledge and awareness on jute eco status.
- Entrepreneurs or producers should identify that target market by psychographic segmentation and taking right strategies an implementing those at right time. Producers should focus environmental compliance as well as charges lower price for diversified products.
- Government could help to entrepreneurs to make a linkage with potential customers of future.
- Government should take favourable jute diversification products policy and establish jute diversification product development design institute.
- Government should arrange more trade fairs, exhibitions, road shows, and establish permanent showroom at tourist spots or massive gathering places in the country. Besides, government can for promoting those products in abroad.
- Entrepreneurs can practice online shopping through website, social media, facebook etc..
- By introducing more designing and colours, it can help to increase the sales.

CONCLUSION

Purchasing eco-products are becoming an imperative to keep the earth alive and support the people to sustain. Researchers found that diversified jute industry can help in reducing climate change threats in the globe. Right now, customers are willing to pay more prices for the products which are environmental friendly like jute. But they are not ready to compromise the quality of the product where this product eco products. So entrepreneurs or market should consider the customers perception or attitude while making products and marketing, it will create complete advantage and win-win situation for the entrepreneurs and customers.

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A STUDY ON SOCIO ECONOMIC CONDITION OF HANDLOOM WEAVERS IN TIRUNELVELI DISTRICT

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ABSTRACT

Basic needs of the human being are food, clothes and shelter. This study explores the dynamics of local-level trade in plant-based handloom product in Krishnapuram of Tirunelveli District. The handloom weaving sector plays an important role in the economic development of the rural areas. The present study, have analyzed the socio-economic profile of handloom weavers in Krishnapuram of Tirunelveli District. This study was based on both primary and secondary data. The study results revealed that the situation of the weavers were worrying due to illiteracy, financial constraints, health problems, and poor Government support.

KEYWORDS: Handloom weavers, Income and Expenditure

INTRODUCTION

India has a long tradition in weaving especially in hand weaving. Handloom is one of the cultural heritages of India. This shows the dexterity and artistic ability of weavers to produce attractive products. Handloom always promotes innovation in its products through experimentation and exhibitions. Through its uniqueness and peculiar design, the handloom sector is well known industry all over the world. Handloom sector has rich cultural heritage so it created a dominant role in Indian textile industry. Handloom sector has a major role in developing the livelihood of rural people and eradicating poverty because most of the weaver's society are situated in rural area. It provides employment opportunity to lakhs of weavers and allied workers. It makes a platform to reduce the gap between rural and urban people.

The hand woven fabric is symbolic of man's endeavor to bring beauty and grace into life. The word handloom represents a philosophy, a way of life. The philosophy is simple faith of Indian folk artisan, the handloom weavers, the man behind the loom. Though the methods employed in making handloom fabric are simple, the result is extraordinary. This industry of India is cost based, labour intensive, tradition oriented, having a legacy of

unrivalled craftsmanship with a decentralised setup, that has spread throughout the length and breadth of the country.

Handloom weaving is an ancient industry. The textile cottage industry includes cotton, silk, and bleaching, dyeing, finishing, hosiery, lace embroidery, silk reeling, silk twisting. It is the chief means of livelihood to people who entirely depend upon it. Handloom sector plays an important role in state economy. Weaving is the basic process among the various manufacturing stages of handloom clothes. It is defined as a frame for weaving equipped with some wooden devices. The sound of the handloom is the music of rural home.

STATEMENT OF THE PROBLEM:

Clothing is a basic human need as much as food and shelter. Till the 19th century, when there were no machines for the production of cloth, the handloom industry was the sole supplier of cloth for the entire need of the world.

Handloom weaving is the India's biggest cottage and labor intensive sector, which has been playing a very important role in the country's economy by forming part of India's rich heritage and exemplifying the rich artistry of the weavers. There are historical records to show that handloom fabrics of India had established their reputation in the international market long before the historic Industrial Revolution in the West and the Indian Handloom fabrics received popular patronage and adorned regal personages, besides having received acclaim abroad in the olden days. As an economic activity, the handloom sector occupies a place second only to agriculture in terms of employment.

Despite its widespread across the country, there is significant under utilisation of capacity in the industry. However, this sector is confronted with various problems, such as, irregular and inadequate supply of hank yarn. Sharp rise in prices of yarn, dyes and chemical is also the most disturbing factor contributing to the crisis of handloom sector at present.

Inadequate marketing facilities have resulted in periodical accumulation of stocks, resulting in underemployment and unemployment among weavers.

OBJECTIVES OF THE STUDY

1. To identify the problems of handloom society.
2. To analyse the socio economic conditions of the handloom weavers.
3. To analyse the income & expenditure & savings pattern of handloom weavers

METHODOLOGY:

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

ANALYSIS AND INTERPRETATION OF DATA

Analysis of Monthly Income ,Working days in a month, Average monthly expenditure, Source of finance in case of difficulties, Reason for entry into weaving profession

VARIABLES	PARAMETERS	FREQUENCY	%
Monthly income	Below 3000	20	33
	3000-5000	17	28
	5000-7000	18	30
	More than 7000	5	9
Days	10-15 days	5	8
	15-20 days	10	17
	More than 20 days	45	75
Monthly expenditure	Below 500	15	25
	500-1000	25	42
	Above 1000	20	33
Source of finance	Saving	22	37
	Borrowing from neighbour	9	15
	Borrow from money lenders	13	22
	Mortgaging jewels	16	26
Reason for entry into the profession	Hereditary	17	28
	Only work known	43	72

FINDINGS:

- ❖ Majority of the respondents i.e.,55% earning between Rs 5000-Rs7000
- ❖ Majority of the respondents i.e.,75% work for more than 20 days in a month.
- ❖ Majority of the respondents i.e.,74% entered into weaving profession because it is the only work known to them.
- ❖ The study states that 33% of the respondents are using their saving for financial need.
- ❖ Majority of the respondents i.e.,75% work for 8-12 hours a day.
- ❖ Majority of the respondents i.e.,48% suffer from knee pain.
- ❖ Majority of the respondents i.e.,55% incur an average monthly expenditure of more than Rs.500-1000

SUGGESTIONS:

- ❖ Provide proper education to the weavers to learn the new technology to gain more return.
- ❖ Group insurance scheme can be introduced to the workers.
- ❖ The government can provide financial assistance through welfare schemes to meet the medical expenses.
- ❖ Bank deposits can be emphasised more, since the weavers use their savings at the time of financial instability.
- ❖ Government can create awareness among the weavers regarding the various government schemes.

CONCLUSION

Textile sector in India is growing and has been undergoing enormous changes within its structure, which affect its basic characteristics. Handloom weaving activity plays an active role in the growth process of the state as well as the nation. From the present study it is concluded that the Handloom weavers in Tirunelveli, mainly those who have inherited this occupation, are in a pitiable condition owing to the poor socio-economic conditions. Majority of the weavers earn minimal wages in spite of working for more than twelve hours a day. Most of them belong to low income group, working under the influence of middlemen. The basic handloom raw material required for the production of Handloom products was purchased largely from the local market but sometimes from co-operative society or local dealers, on credit. The government can take effective remedial measures to help in the growth of handloom weavers.

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COLLEGE STUDENTS ATTITUDE TOWARDS ENTREPRENEURSHIP

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ABSTRACT:

Entrepreneurship is a key topic in every aspect of business. Entrepreneurship is the development of a business from the group, coming up with an idea and turning it in to a profitable business. But while the definition of the entrepreneurship may be simple, its execution is much more difficult. "Entrepreneurship is the journey of opportunity exploration and risk management to create value for profit and or social good. Entrepreneurship has become an everyday buzzword. Policymakers, economists, academics and even university students are talking about it. Seminars, conferences and workshop are being organized every year across the world which emphasized on the important of entrepreneurship to country, society as well as individual. This, in turn has increasingly made entrepreneurship emerged as one of the most popular research domain in academic circles to study on the important and contributions of entrepreneurship. Courses in entrepreneurship are also becoming a popular at college and university levels. knowing the importance of entrepreneurship the present study has been focused to check the awareness about entrepreneurship among the college students.

KEYWORDS:Students, opportunities, coming up with new idea.

INTRODUCTION:

Entrepreneurship is the process of designing, launching and running a new business, which is often initially a small business. The people who create these businesses are called entrepreneurs. Entrepreneurship education is becoming more prominent, with many students seeking out extracurricular activities and taking on additional classes in order to learn more about how to succeed in business. Collaboration and multi-disciplinary working is becoming more the norm, increasing the average student's exposure to entrepreneurial activities and thinking. Entrepreneurship allows students to learn more than just their chosen field of study, and creates an interdisciplinary environment to work and develop in. In India, Youth entrepreneurship has become a topic of interest or research scholars and also a subject of major concern for the government. While youth entrepreneurship is an under-explored field, the main factor for its growing attention is the increased number of unemployed young people, furthermore it is seen as a channel for the talents of many highly educated young

people to explore their potential and cash their business acumen their studies in education institutions.

OBJECTIVES OF THE STUDY

- ❖ To analyse the attitude of college students towards entrepreneurship.
- ❖ To examine the factors that influence entrepreneurial attitude and intention of college students.
- ❖ To identify whether college students have interest of starting their own business than only looking for a job
- ❖ To examine the constraints that impedes college students from starting and running their own business.

METHODOLOGY:

A descriptive research methodology and Simple random sampling technique has been used for this study. A Surveywere administered and randomly selected students from various colleges in thoothukudi. The sample size of this study is 100 respondents.Student perceptions towards entrepreneurship practices were sought and analyzed through structured questionnaire. Analysis has been done on the need, pros and cons associated with the concept of student entrepreneurship, role of student`s attitudes towards sustainable development and the opinion towards entrepreneur practices also have been explored.

DATA ANALYSIS AND INTERPRETATION:

KNOWLEDGE ABOUT ENTREPRENEURSHIP

PERCENTAGE ANALYSIS FOR KNOWLEDGE OF AN ENTREPRENEUR

TABLE NO: 1

KNOWLEDGE ABOUT ENTREPRENEURSHIP	RESPONDENTS	PERCENTAGE
a)Starting a new business	25	25%
b)Taking a financial risk	11	11%
c)Making a profit	14	14%
d)All of these	50	50%
Total	100	100%

SOURCE: PRIMARY DATA

INFERENCE:

The above table, shows that 50% of the respondents chosen that an entrepreneur should have knowledge about starting up a new business, taking a financial risk to make profit, all of these

are essential, 25% of the respondents are knowledge about starting up a new business, 14% of the respondents are having knowledge to make profit and 11% of the respondents are chosen for taking a financial risk.

RANKING THE BARRIERS TO COMMENCE A NEW BUSINESS

TABLE NO: 2

S.NO	BARRIERS	MEAN RANK	RANK
1.	Lack of capital	21.8	I
2.	Government rules & regulations	15.41	V
3.	High interest	16.18	IV
4.	Lack of business knowledge	19.03	II
5.	Lack of government support	16.27	III
6.	Availability of resources	11.04	VI

SOURCE: PRIMARY DATA

INFERENCE:

The respondents were asked to rank the factors which influence on the barriers to commence a new business. By multiplying these items with the corresponding numbers of respondents, the researcher arrived at individual scores and the total scores for the concerned factors. The lack of capital had the highest total score(21.8) and is therefore ranked 1st, lack of business gets the 2nd rank, lack of government gets the 3rd rank, high interest gets the 4th rank and government rules & regulation gets the 5th rank, availability of resources was placed in the last position with 6th rank.

CROSS TABULATION FOR THE FACTORS INFLUNCED LACK OF FINANCE AND BARRIER FOR SUCCESSFUL ENTREPRENEURSHIP

TABLE NO: 3

Influenced to choose Lack of Finances & Barrier to achieve	Family situation	Lack of finances	Fear of failures	Societa l status	Government rules	Total
Yes	14	28	16	7	3	68
No	10	6	6	5	5	32
Total	24	34	22	12	8	100

SOURCE: PRIMARY DATA

INFERENCE:

From this above table, it is inferred that most of the people agree that lack of finance act as a major hindrance from becoming a successful entrepreneur.

ENTREPRENEURIAL SKILLS**TABLE NO: 4**

SKILLS	NO OF RESPONDENTS	PERCENTAGE
Creativity	6	6%
Initiative	4	4%
Problem solving	10	10%
Organizational skill	34	34%
All of these	46	46%
Total	100	100%

INFERENCE:

The above table, predicts that 46% of the respondents have accepted that entrepreneur need all the entrepreneurial skills such as organizational skills, problem solving, initiative and creativity chosen problem solving , 6% of the respondents have chosen creativity and 4% of the respondents have chosen initiative.

FINDINGS:

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

- ❖ Among 100 respondents 68 are female and 32 are male respondents.
- ❖ More than 50% of the students are aware about entrepreneurship and most of the students believe that an entrepreneur should know the global market condition.
- ❖ It was found that the students accept that an Entrepreneurs should possess all the managerial skills and qualities.
- ❖ The students prefer the common option self –employment which shows that they do not have clear idea about venture to start but they are interested to become an entrepreneur as they have the motive to achieve solely.
- ❖ Lack of finances is the major barrier for the most of the students which shows that finances is the main factor to achieve as an entrepreneur.

❖ SUGGESTIONS:

Based on the finding the following are the suggestions given:

- ❖ It is suggested that the institutions to give more information about the types of ventures available.
- ❖ To educate the students with good communication and leadership skills as it is an important quality to become a successful entrepreneurs.
- ❖ The finding predicts that the students lack of finance to start a own venture which acts as a main barrier, hence it is suggested to take some steps from the side of the government to help the students who come up with new ideas.

CONCLUSION:

The analysis of the study concludes that the majority of the graduate and the post graduate students are interested in the entrepreneurial career option in future. They are expecting supports and assistances from the government like loan, tax exemptions, tax reductions, liberal rules and regulations. Entrepreneurship education is crucial in assisting young people to develop entrepreneurial skills, attributes and behaviors as well as to develop enterprise awareness, to understand and realize entrepreneurship as a career option. Entrepreneurship education is not only a means to foster youth entrepreneurship and self-employment but at the same time to equip young people with the attitudes and skills necessary to cope with the uncertain employment paths of today's societies.

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WEBSITES:

- ❖ www.entrepreneursip.com
- ❖ www.shodhganga.com

NATHANIEL HAWTHORNE'S THE MARBLE FAUN: A PORTRAYAL OF HUMAN SUFFERING

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ABSTRACT:

The fictional art and forte of Nathaniel Hawthorne with a special focus on his literary achievement and also spiritual sufferings, by projecting him not only as an American novelist and short story writer but also a new England Puritan disapproving severe and harsh codes of the Puritan morality and a psychological of human nature. Medium for pursuing poetic truth; his novel especially as a tale of human frailty and sorrow by pouring all the passion of his sensitive and lonely heart into his fictional composition. It finally attests to the fact that the outraged suffering humanity must learn to live with the blackness that lies everywhere beneath us. Key human suffering, Puritan morality, poetic truth, sensitive heart. The study attempts to examine the fictional art and forte of Nathaniel Hawthorne with a special focus on his literary achievement and also spiritual development attained through experience of sin, guilt and sufferings, by projecting him not only as an American novelist and short story writer but also a new England Puritan disapproving severe and harsh codes of the Puritan morality and a psychologist delving deep into the study of human nature. It studies and reveals how Hawthorne used fiction as a medium for pursuing poetic truth; that is the truth of human heart and used his novel especially as a tale of human frailty and sorrow by pouring all the passion of his sensitive and lonely heart into his fictional composition. It finally attests to the fact that the outraged suffering humanity must learn to live with the blackness that lies everywhere beneath us. It is concerned with the way in which nature and spirit, innocence and evil, time and nature and spirit, innocence and evil, time and eternity may be conquered and reconciled in a moment of incarnation. It is the story of a murder in which an innocent young man falls into sin and rises into maturity.

Nathaniel Hawthorne was an American novelist and short story writer. His works have been labelled 'dark romanticism,' dominated as they are by cautionary tales suggest that guilt, sin, and evil are the most inherent natural qualities of humankind. His novels and stories, set in a past New England, are versions of historical fiction used as a vehicle to express themes of ancestral sin, guilt and retribution.

The final novel by Nathaniel Hawthorne is often cited as his most interesting love story. He puts his characters into the city of Rome, the eternal city on a quest to discover the Ancient Arts. Throughout the novel, the characters are marveling at a range of artistic masterpieces. The marble statue of a faun becomes a central element and metaphor for the character of Donatello. The fact that all characters are somewhat connected to the art world can be seen as a plot device to allow the metaphors of art and human psyche to flow more naturally.

The ‘fall of man’ as depicted in Genesis in the Bible is also an important theme in the book, since the character Donatello, goes through a kind of fall from innocence when he kills a monk who is following around Miriam, Donatello’s ‘Eve. This murder is a central event in the novel and Donatello has to deal with the guilt of it. This changes him, just like the sin committed by Adam in the Bible changes Adam and all of his children.

The Marble Faun paints a surreal picture of guilt, love and responsibility when describing the adventures of three Americans and one Italian in the eternal city of Rome. The book starts by introducing the characters. The first is Kenyon, an American sculptor who comes to Rome to study the Ancients. In his footsteps are Hilda and Miriam, two art students with different backgrounds. Finally, the Italian count Donatello, a friend of the group is introduced. The Italian is compared to the statue of a Faun by Praxiteles, alluding to his lack of conscience and general ease of mind.

Hawthorne’s story takes many detours, describing in detail Ancient Art and the beauty of the city. Miriam, the passionate and exotic woman from New England has a chance encounter with a stranger in the catacombs. From this point onward, the stranger stalks her through the city, never far behind.

During a nighttime excursion to the Capitoline Hill, the stranger approaches her. Donatello, madly obsessed with Miriam by this point cannot take this and murders the man in cold blood. This act takes changes Donatello, transforming him into a man riddled with guilt and remorse. The innocent Hilda, originally from a Puritan background, has witnessed the act and is crushed by the secret. In her desperation, she decides to confess to the Catholic Church.

Hawthorne’s understanding of universal sin is, in very many ways, similar to that of Dostoyevsky in the *Brothers Karamazov*. As individuals people live in an organic whole much bigger than themselves, in which everything is connected with everything else. Each

item of what they call reality is necessarily shaped by all that have preceded it and in turn shapes all that succeeds it. This reception and transmission is an ongoing, continuous dynamic process a transition of energy and identity drawn into the interiority of each existing thing. Relationships in this sense are constitutive of existence. All things are woven together and evil anywhere is mediated everywhere through the relational structure of existence.

In this context, obviously those things most closely related to ourselves in the vast scheme of things exercise a definitive impact on who we are and how we are hence the solidarity of the human race. Through the organic solidarity of the race, however, we are all affected by all the sins of others, and our own sins likewise have an effect upon all others. In the short run this might seem like a great drawback, but in the long run, Hawthorne would argue, it is the phenomenon of the solidarity of the race, that can lead to the recognition of our connectedness to all others through subjective, compassionate sympathy, enabling us to transcend the viscous cycle of universal of sin. Since the world is sinful, individual artist, need to first of all confront the issue of its ever-present reality without any shade of falsification or the cushion of escapism. Given the inevitable presence of negative realities in themselves, and in their world, when the expressive artists create, they have to cope with the deepest of anxieties for they can never take it for granted that their art will reinforce the principle of goodness, and not end up celebrating or enacting the triumph of evil.

The accuracy of Hilda's eyes is related to the accuracy of her moral perception. She is equated with doves all through the novel, and has to keep Virgin's lamp alight. After her inevitable encounter with sin, her moral stand point and aesthetic vision are both seen to be inadequate. After witnessing the murder of the Model, Hilda not only loses the gifted simplicity of vision, but also loses her enjoyment of art. For the first time in her life, Hilda now grew acquainted with that icy demon of weariness who haunts great picture galleries.”(39) Hawthorne uses Hilda's disillusionment to pinpoint the limitation of most great art in face of sin.

The love of art ... if art had not strayed away from its legitimate paths and aims, it ought to soften and sweeten the lives of worshippers ... But, of its own potency, it has no such effect, and it fails, likewise, in the other test of its moral value which poor Hilda was now involuntarily trying upon it. It cannot comfort the heart in affliction, it grows dim when the shadow is up
In The Marble Faun, Nathaniel Hawthorne examines two of the problems that interested its author late in his career. The complications of living abroad and the possible

benefits of human suffering. Considered by some to be less successful than his earlier works, the novel nevertheless offers a unique picture of the effects of a foreign culture upon American lives and values. Hawthorne wrote the story while he, his wife, and children lived in Rome for over a year. Hawthorne was in his mid-fifties, at the height of his fame, but also spent he had not written a novel in nearly seven years.

The Marble Faun was his final effort, a tremendous reflection on what it means to be an American who refuses either to cut himself off from the rest of his civilization, or to bow to it; what it means to be a person aware of sin, and longing for forgiveness; what it means to be a creator of beauty, but a creator who is aware that the power of the human artist encourages a terrible pride which can pit him against both nature and history, but more profoundly, the Creator of Nature and the Artist of history. There is mystery, murder, love, cruelty, retribution, and forgiveness the full sweep of human experience.

In The Marble Faun, Nathaniel Hawthorne examines two of the problems that interested its author late in his career: the complications of living abroad and the possible benefits of human suffering. Considered by some to be less successful than his earlier works, the novel nevertheless offers a unique picture of the effects of a foreign culture upon American lives and values. Hawthorne wrote the story while he, his wife, and children lived in Rome for over a year. Hawthorne was in his mid-fifties, at the height of his fame, but also spent he had not written a novel in nearly seven years. *The Marble Faun* was his final effort, a tremendous reflection on what it means to be an American who refuses either to cut himself off from the rest of his civilization, or to bow to it; what it means to be a person aware of sin, and longing for forgiveness; what it means to be a creator of beauty, but a creator who is aware that the power of the human artist encourages a terrible pride which can pit him against both nature and history, but more profoundly, the Creator of Nature and the Artist of history. There is mystery, murder, love, cruelty, retribution, and forgiveness the full sweep of human experience. The story follows the movements of a group of artists living in Rome in the 1850's. Miriam, a beautiful painter with a mysterious background, is haunted by a strange man from her past. In a moment of passion she allows Donatello, her Italian suitor, to murder the stranger by throwing him from the cliff once known as the Traitor's Leap. From this point Hawthorne's interest in the ability of guilt to bring about changes in identity guides the novel. Donatello, happy but shallow before the murder, soon develops a more profound understanding of human nature through the sympathy created by his feelings of remorse. His

relationship with Miriam also deepens, though his shame at their mutual secret soon drives him into isolation at his family home in Tuscany. There Donatello finds himself unable to appreciate the natural beauty he loved as a boy. Having gained wisdom and experience, he has lost his youth and innocence. Donatello is guided through this difficult period by Kenyon, an American sculptor who acts as observer and partial spokesman for Hawthorne. Not only does Kenyon express many of his creator's ideas about Italian art and architecture but also he speculates about the effects of Italian life and culture on uprooted New Englanders such as Hilda, a young copyist he secretly loves.

On the moral of the story, Hilda and Kenyon differ. The fair, sensitive Hilda as opposed to the dark and authoritative Miriam is the customary heroine of Anglo-American domestic fiction going back at least to Rose's displacement of Flora (another fair/sensitive vs. dark/authoritative pair) in Scott's *Waverley* (1814). At first, Hilda seems as if she will serve as some other, newer archetype: an incipient New Woman or Woolfean female genius having her vision.

She demonstrates an attraction to Catholicism throughout the novel, even living in a dove-circled tower where she maintains a traditional shrine to the Virgin Mary; moreover, her single life as an artist in Rome moves the narrator to reflect on social changes portended by what was not yet called feminism.

This young American girl was an example of the freedom of life which it is possible for a female artist to enjoy at Rome. She dwelt in her tower, as free to descend into the corrupted atmosphere of the city beneath, as one of her companion doves to fly downward into the street all alone, perfectly independent, under her own sole guardianship, unless watched over by the Virgin, whose shrine she tended; doing what she liked without a suspicion or a shadow upon the snowy whiteness of her fame. The customs of artist life bestow such liberty upon the sex, which is elsewhere restricted within so much narrower limits; and it is perhaps an indication that, whenever we admit women to a wider scope of pursuits and professions, we must also remove the shackles of our present conventional rules, which would then become an insufferable restraint on either maid or wife. The handmaid of Raphael, whom she loved with a virgin's love! Would it have been worth Hilda's while to relinquish this office for the sake of giving the world a picture or two which it would call original; pretty fancies of snow and moonlight; the counterpart in picture of so many feminine achievements in literature!

Before Hawthorne is censored for sexism, it must be reflected that the inventor of Miriam whose genius is of a far more robust and violent type to say nothing of Hester Prynne's admiring creator (who with her dark-haired "Oriental" beauty and mastery of art is Miriam's counterpart, not Hilda's), and the male author who lamented what Rappaccini made of his daughter and what Aylmer did to his wife, is criticizing not Hilda or women at large but the Anglo-American gender protocols that mandate such insipid heroines. Hilda ends the novel a kind of morally absolute bigot, with a preference in her distress for the pious simplicity of an art below the aesthetic level of the Old Masters. Hawthorne emphasizes her consolation by Sodoma's fresco of Christ bound to a pillar, a painting whose union of truth and religious beauty is to be preferred to works of ornamental sensuality, even if they are by Raphael. She refuses to countenance any ambiguity in the story of Donatello. She becomes, very nearly in so many words, the proverbial angel in the house. But Hawthorne's travelogue goes on too long. Some of it is by-the-numbers tourist observation, just notebook-derived descriptions of place without integration into the novel's thematic whole or stylistic texture. The novel resembles those domiciles it sometimes describes a hovel built out of stone and marble scavenged from ruins. The most central element of all is the dialectic between fact and fantasy, from which obtains the "poetic or fairy precinct." Echoing as it does all of Hawthorne's previous prefaces and introductions, this dialectic or ambiguity remains the most vital and central element in understanding his literary theory. As Hawthorne's realm of the romance lies between the Actual and the Imaginary, so in a reader-response aesthetic the location of meaning resides in a "neutral territory" between the reader and the writer. Nathaniel Hawthorne's *Marble Faun*, or the romance of Monte Beni (1860), instantiates and reinforces a particular protestant, perhaps American protestant, view of Rome; this is a city profoundly corrupted by a myriad of slaughters, weltering in its old crimes, a city with no future, vile – yet also disarmingly beautiful. 'Error', taken in various connected senses, is a recurrent term in this book. The characters go astray in their ramblings through the city. Also prominent is 'error' in the sense of a specific sin or crime. Rome as a place, imbued with the errors of the past, predisposes people to err, it seems. Yet other dangers were perhaps more truly threatening to the Anglo-Saxon visitor, seduced by the experience of wandering through a city filled with objects whose aesthetic power is rooted in sinfulness and corruption. Even the 'errors' of Catholicism might be strangely appealing.

There comes to the author, from many readers of the foregoing pages, a demand for further elucidations respecting the mysteries of the story. He reluctantly avails himself of the opportunity afforded by a new edition, to explain such incidents and passages as may have

been left too much in the dark; reluctantly, he repeats, because the necessity makes him sensible that he can have succeeded but imperfectly, at best, in throwing about this Romance the kind of atmosphere essential to the effect at which he aimed.

Hawthorne designed the story and the characters to bear, of course, a certain relation to human nature and human life, but still to be so artfully and airily removed from our mundane sphere, that some laws and proprieties of their own should be implicitly and insensibly acknowledged.

The idea of the modern Faun, for example, loses all the poetry and beauty which the Author fancied in it, and becomes nothing better than a grotesque absurdity, if we bring it into the actual light of day. He had hoped to mystify this anomalous creature between the Real and the Fantastic, in such a manner that the reader's sympathies might be excited to a certain pleasurable degree, without impelling him to ask how Cuvier would have classified poor Donatello, or to insist upon being told, in so many words, whether he had furry ears or no. As respects all who ask such questions, the book is, to that extent, a failure.

Nevertheless, Hawthorne fortunately has it in his power to throw light upon several matters in which some of his readers appear to feel an interest. To confess the truth, he was himself troubled with a curiosity similar to that which he has just deprecated on the part of his readers, and once took occasion to cross-examine his friends, Hilda and the sculptor, and to pry into several dark recesses of the story, with which they had heretofore imperfectly acquainted him: Furthermore, there is reason to believe that Miriam was suspected of connection with some plot, or political intrigue, of which there may have been tokens in the packet. And when Hilda appeared as the bearer of this missive, it was really quite a matter of course, under a despotic government, that she should be detained."

The book has a central crime that can be seen as the climax of the book. All the main characters are changed through this event, even though most of them are not personally connected to the crime itself. The perpetrator, Donatello, is completely changed, from a human depiction of a faun, a careless and conscienceless creature, to a mere shadow of himself. He is riddled with guilt and remorse. Miriam, the reason for the crime, is lost in depression and completely disappears. However, one of the more impressive changes takes place in Hilda, the innocent bystander, who cannot deal with what she has seen.

In *The Marble Faun*, the product of a sojourn in Rome, Hawthorne seem to have reversed a progressively narrowing treatment of the effect of the past. *The Scartlet Letter*, he deals with puritan theology; in *The House Seven Gables* a family curse and in the *Blithedale Romance* the effects of Coverdale's self-created past in his last completed work however he

takes the past of all in Rome; in short he copes with a length of time and complexity of events unusual in his writings experience. Hawthorne's reaction to Rome complicated by his daughter Una's illness was mixed. He never as he put it felt the city "pulling at his heart strings" as if it were home.

Italy would seem to resent to Hawthorne not only the depth of the past he deemed necessary for the flourishing of romance but also a neutral territory this time completely divorced from his reader's experience. It can be said however that while the marble faun is Hawthorne's attempt to come to terms with the immense variety of the Italian scene he was not completely successful. In his preface he once again declares that the story is to be fanciful and is to convey a thoughtful moral rather than a present novelistic, realistic picture of Italian customs. He inveighs against the common place prosperity and lack of antiquity in the American scene, a lack that satisfies the kind of reforming zeal pictured in Holgrave but mitigates against the writer of romance.

Hawthorne broadens his canvas in another way as well instead of presenting one or two characters he gives the reader four Donatello presumably the living twin of sculptor Praxiteles Marble Faun Miriam Schaeffer the mysterious half Italian painter pursued by the ill-fated brother Antonio, Kenyon the American sculptor and Hilda the new Italian copyist. Donatello's double is not found elsewhere in the romances in fact he seems to be male version of both Phoebe and Hilda, unlike the two women however he comes in actual contact with evil and thereby loses his innocence whereas Hilda's and Phoebe's experiences are vicarious. Perhaps the nearest comparison in *Dimmesdale* but the minister is portrayed after he chooses to hide his guilt not before he has sinned in Donatello's case.

Hawthorne examines the idea of fortunate fall demonstrating that Donatello grows in moral understanding after he murders the model a movement that seems to validate Miriam's secular interpretation of the fall as necessary to the development of a soul more than it validates Hilda's instinctive repudiation of the idea. For some critics such as Hyatt Waggoner and Richard Fogle, the Felix Cupla or fortunate fall is indeed the theme of the marble faun crews however emphasizes Hawthorne's unwillingness to confront the problem nothing that Kenyon is made to accept Hilda's repudiation without questions. In the final analysis Hawthorne does indeed seem reluctant to examine the ramifications of the theme.

The Marble Faun is about man's lapse from primal innocence and his possible regeneration. As Kenyon asks, "Did Adam Fall, that we might ultimately rise to far loftier

paradise than his?" (Hawthorne 854). It is concerned with the way in which nature and spirit, innocence and evil, time and nature and spirit, innocence and evil, time and eternity may be conquered and reconciled in a moment of incarnation. It is the story of a murder in which an innocent young man falls into sin and rises into maturity.

The perfectionistic values which had been the basis for Hawthorne's tales and novels are in *The Marble Faun* formulated explicitly as myth in the history of the Monte Benin. The characters in this last major novel are measured against the perfectionist possibility of gaining greater humanity. As the novel opens, each of the four characters is in a state of withdrawal from the active, time-affected world, out of touch with society, and out of sympathy with other peoples; Donatello in his Arcadia is too animalistic to be called fully human; Hilda lives in an angel's untouchable world; Miriam broods in the dark cave of bitterness; and Kenyon lives in the cold marble world of art. Each must, if he is to reach a higher form of being, first enter a period of self-scrutiny, become fully aware of his own ignominy and as Donatello finally does, emerge from self-centeredness to commit himself in love to other mortals.

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CARNIVALISTIC VISION OF THE WORLD: A STUDY OF SAUL

BELLOW'S HENDERSON THE RAIN KING

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ABSTRACT:

Saul Bellow, the man of great literary excellence reinvigorated the English language and gave voice to the most memorable characters in the canons of American Literature. He adopted many spiritual techniques which also include the journey in transcendence. Saul Bellow had the rare combination of gifts that promise to keep him permanently in the American Consciousness both as a personality and as a writer. Though Bellow admired the idealistic thinking of Transcendentalism, he understood the pragmatic nature of man, and the need to survive as well as create. Bellow's idea on self identity of individual and how he struggles to identify himself has been discussed in this paper.

KEYWORDS: Identity Crisis, Journey in transcendentalism, Carnivalistic Vision.

Saul Bellow is regarded as one of the most celebrated authors of the 20th century most resourceful writer for all times. He is one of the most erudite and intellectual writers of the second half of the twentieth century, belongs to the humanist wing, as he is a unique spokesman for humanitarian values and ideals in American literature. Since his appearance on the literary scene the mid forties, Saul Bellow, recipient of the 1976 Nobel Prize for literature, has left his mark on the international literary world. His writings, which combine prophetic wisdom with human comedy, have always elicited extreme reverence or condemnation.

Each of his novels feels the pulse of its decade, exposing the social and intellectual issues at hand. None of his works allow for easy identification or rejection. As a consequence, none have gone uncontended the controversies they address seem to beckon our response. American novels of quest lay emphasis on the nature of human freedom. The heroes of quest novels do not balance between their fear of being entrapped into some fixed forms of existence, and that of having an amorphous identity or no identity at all.

Hopefully, *Henderson the Rain King* has helped to liberate postwar fiction from the self-pity of modernism as successfully as Thomas Love Peacock's *Nightmare Abbey* helped to liberate late nineteenth-century realistic fiction from the pathological excess of Gothic

horror and romance. *Henderson the Rain King*, Saul Bellow's fifth novel published in the year of 1959, tells a story mainly about Henderson who is an American millionaire. Besides his great wealth from the family heritage, Henderson is in good health and has a beautiful wife. Despite all of these, the hero suffers an unbearable spiritual crisis and all aspects of his life turn into chaos.

In addition, there is a ceaseless voice crying "I want, I want" in his deep heart. In order to find some remedy for the rest of his life and seek the truth and wisdom of life, Henderson leaves America and takes a travel to the remote continent of Africa which is a symbolic of nature. In Africa, Henderson, totally immerse himself in the primitive scene of Africa and goes to two tribes named Arnewi and Wariri respectively.

Upon reaching Africa, Henderson splits with his original group and hires native guide, Romilayu. Romilayu leads Henderson to the village of the Arnewi. Where Henderson befriends the leaders of village. He learns that the cistern from which the Arnewi get their drinking water is plagued by frogs thus rendering the water unclean according to local taboos. Henderson attempts to save the Arnewi by ridding them of the frogs, but his enthusiastic scheme ends in disaster.

Henderson and Romilayu travel on to the village of the wariri. Here, Henderson impulsively performs a feat of strength by moving the giant wooden statue of the goddess Mummah and unwittingly becomes the Wariri Rain King, Sungo. He quickly develops a friendship with the native-born but western-educated Chief, King Dahfu, with whom he engages in a series of far-reaching philosophical discussions. The elders send Dahfu, to find a lion which is supposedly the reincarnation of the late King, Dahfu's father.

The lion hunt fails and the lion mortally wounds the king. Henderson learns shortly before Dahfu's death that the Rain King is the next person in the lion of succession for the throne. Having no interest in being king and desiring only to return home, Henderson flees to the Wariri village. Although it is unclear whether Henderson has truly found spiritual contentment, the novel ends on an optimistic and uplifting note.

The novel *Henderson the Rain King* seems to be a culmination of Bellow's stylistic and thematic development. First, Bellow introduced his first non-Jewish protagonist as the central focus of the novel. The introduction of a non-Jewish hero in Henderson the Rain King, illustrates a change and development in Bellow's moral point of view. It indicates that Bellow did not confine himself to the traditional Jewish perspective of his earlier novels any longer, but instead, was willing to concern the broader issues of American culture, Secondly,

numerous critics abroad and at home have analyzed Bellow's life and his works, but little attention has been paid to his concept of nature, for most of his works are set in cities.

Everywhere in his fiction, Bellow affirms the existence, meaning, and value of the ordinary. He works in the tradition of realistic social and psychological literature. Even though there is a large amount of fantasy in *Henderson the Rain King*. Henderson's commonsense and deep sense of humor prevents the novel from being diffused into utter improbability. Because they are human, the characters remain real and because Henderson views them critically and humorously, the circumstances and humorously; the circumstance and the locales retain an air of plausibility that is characteristic of Bellow.

In the novel *Henderson the Rain King*, Eugene Henderson is a millionaire, eccentric, powerful and physically big built, suffer from apparently irrational violence. He finds himself before his trip to Africa, to be living in a world of Masquerades and attempts to learn the violin, like his father. Whenever he is with the violin he insists to maintain and follow discipline and he believes that this would help him find angels and heaven, "I thought if I discipline myself, eventually the voice of angels may come" (29). The search of Henderson involves the search for a higher reality.

The search that Eugene Henderson undergoes can be represented as the search for a meaning outside the ordinary material life. The search is made to know and experience transcendentalists' thoughts of the high order. An individual who yearns for something nobler may not be satisfied with the idle life he leads. The life that Henderson's life appears ordinary. Hence he undertakes the search. The experiences in his life compel him to undertake the journey of quest through Africa.

The story can be interpreted as a journey of the hero towards a spiritual quest. It narrates the attempts of the hero, who tries to escape from modern civilization in-order to find or seek the fundamental truths related to life. Henderson the protagonist perceives the American modern civilization and its contemporary western society as a spiritual desert like that expressed by T.S. Eliot in his poem the Wasteland. Eliot's sterile Wasteland is portrayed as a desert, vainly awaiting the arrival of the hero who will revive it with healing waters. Likewise Henderson is a hero interested in making remarkable changes in the life of the people whom he meets.

Henderson meets two different tribes in Africa that offer him varied responses to experience. The Arnewi tribe is portrayed as gentle and passive accepting everything with a lot of patience. The other Wariri are aggressive and violent. They dominate, struggle and

impose their ideas on the world. The difference between the two tribes is explained in terms of luck.

The anecdote reveals to important facts to Henderson. It is that Henderson has realized and has undergone the experience of death. He has learnt the truth that death is the final end of life. Therefore he feels liberated and attains an awakening that sends him running here and there, a picture typical of one who has attained spiritual enlightenment.

Henderson the Rain King lends itself to innumerable interpretations. The idea concerning spirituality and moral consciousness seems to be apparent in the text. The journey that Henderson takes can be represented as a spiritual journey and this becomes possible only when one exists with moral consciousness.

Man is supposed to exist in this world not only with individual consciousness but he is also considered to be smothered by multiplicity of other consciousness which he confronts in his day-to-day life. A closer inspection shows that the ultimate plane of operation for individual consciousness is not psychological or existential but cosmic. Therefore it is possible to proceed towards greater cosmic consciousness when the empirical distinctions between the psychological or existential are obliterated. The work explores new possibilities for the expression of human sensibilities transformed and charged with new potentialities.

Henderson the Rain King begins with interrogation. The protagonist asks himself as to what made him trip to Africa. Many explanations are given by Henderson as to why he undertook this trip and the major reason being that he wanted to shun his previous identity and past. Henderson lands in Africa and meets Dahfu and Romilayu. The conversations reveal an understanding or consciousness of the ultimate reality. In this novel Bellow has depicted simultaneously picaresque construction and metaphysical concentration. Eugene Henderson is the first person narrator who is a seeker of grandeur in a mythic intensity through symbolic method. The novelist has attempted to color religious imagination by giving Henderson lessons of philosophic idealism. Henderson seeks for the identification of the self and other cosmic forces surrounding it. Henderson finds many inadequacies in his world, life and cultural therefore he undertakes a trip to the primitive culture to discover something about himself and the wider cosmic realities by which he can modify his social role.

Henderson the Rain King the final idea that results out of this quest is a sort of realization that the self's nature is extreme pure consciousness which cannot be affected by the changes or accidents that occur to the body, the mind and the world which change and pass.

Henderson attempts to liberate his protagonist from the domination of external forces of society, of state and of cosmic powers. His purpose is to set the hero's authentic self free from the shackles of the unauthentic self. Bellow believes that the capacity to contemplate can lead an individual towards the capacity to know the idea of real freedom. Hence the individual can achieve the true source of freedom. This thinking would make obvious the existence of the absolute spirit. The physical body is depicted as an agent of the spirit and its mirror. It appears a means in which the spirit is embedded in the body as an ingenious memorandum. Bellow's vision in the novel is likethat of an incarnate who vouchsafes his character's physical, mental and psychic make-up, in individual, in cosmic and as well as teleological spheres.

In *Henderson the Rain King*, Saul Bellow creates a latest racial discourse which serves to support American ethnicity through a negative portrayal of Africa and its people. American ethnocentrism has the lead in Saul Bellow's representation of the Africans in *Henderson the Rain King*. Bellow puts the Africans at the bottom of the ladder of the human race through a process which helps his protagonist Henderson assert identity. Henderson leaves to Africa full of uncertain feelings about his past and what he wants to do at the present. His colonial enterprise in Africa allows him to achieve self-fulfillment through de-civilizing and dehumanizing the Africans.

The latest colonialist ideology of Bellow in *Henderson the Rain King* necessitates special techniques to detect it. Emphasis is laid on the rhetorical modes of Bellow's work in order to reflect the hidden levels of Bellow's colonialist ideology and racialized discourse of Africa and its people.

These modes are produced and reproduced in the author's discourse. To expose Bellow's latent racial politics of representation there is a need for Said's 'contrapuntal reading' as a way to expose the deep colonial implications hidden in the text. Such reading helps reveal the other dimension that remains unspoken in the story.

The fact that Bellow's African land is given no name deepens the sense of fantasy about the place and allows Bellow to legitimize his colonial fantasy. Said rationalizes: "For there is no doubt that imaginative geography and history help the mind to intensify its own sense of itself by dramatizing the distance and difference between what is close to it and what is far away" (55).

This fact accounts for Bellow's reliance on imaginative geography. It helps him fantasize Africa and its people. Thus imaginative geography is a projection of his fantasy of Africa which might involve misrepresentation. This fantasy about the place being beyond

geography and history significantly saves Henderson from any skeptical and polemical notes against his reproduction of Africa and its people. Ellen pifer assumes that beyond history and geography is a mechanism of salvation.

Henderson's journey to a place beyond history and geography is a kind of liberation from the restraints of conventional time and space. Henderson's Africa does not abide by rules. His journey is thus an escape from rationality. In short, by placing Africa beyond history and geography, Bellow places Henderson in a free zone thus allowing him the liberty to flaunt his superior ontological position and use the African as a medium for his colonial desire. Henderson's imperial response to Africa extends from place to climate. His surveillance of the African weather reinforces indirectly his American ethnicity.

Although Henderson does not refer to the American weather, his contradictory feelings towards the African weather show that he is unconsciously comparing between it and the African weather. Henderson initially praises the hot weather of Africa: "To begin with, the heat was just what I craved. Much hotter than the Gulf of Mexico" (43).

Henderson's craving for heat in the first quote contradicts with his description of it as baking in the second quote. This contradiction creates an ambivalence that confuses the readers about his feelings towards the matter. The ambivalence exposes his attachment to his American ethnicity and helps mask the colonialist ideology in the text.

Henderson's surveillance of the African's human habitations provides him with a feeling of power over the place and its inhabitants, "it was within a courtyard and, like all the rest of the houses, round, made of clay, and with a conical roof. All inside seemed very brittle and light and empty. Smoke-browned poles were laid across the ceiling at the intervals of about three feet and beyond them the long ribs of the palm leaves resembled whalebone" (62).

As a colonialist author, Bellow strives to assert his ethnic American identity by thriving on oppositions. The Africans in *Henderson the Rain King* are made to feel inferior and treated as inferior in a way that enhances the colonizer's self-image. As long as Africans judged by Bellow's American values, it remains a culturally diverse sphere that exists beyond his American comprehension.

His colonial discourse about them is shaped about by the relation of power. Binaries are deployed to show dominance of the superpower. Further, the interplay of response to the other in terms of identity and difference operates with different degrees of complexity in *Henderson the Rain King* and account for ambivalence is apparent in the text.

Saul Bellow is a creature of his ethnocentric American culture regardless of his attempt to mask that. It took Bellow some time to drop his mask and express freely his racist ideology against certain nations. A large part of American fiction since the end of Second World War is concerned with the themes of estrangement and alienation; western society- 'the affluent society' is seen as living in an age of anxiety caused by apparent death of God and the discontinuity of tradition. The individual suffers a loss of self, sees nothing in life he can hold on to expect, in the extreme cases, total absurdity; he becomes a victim, sometimes a rebel, often an antihero. Much of that fiction gives the readers very negative, apocalyptic view of the universe.

Typical of the new, more formally educated generation of American writers, Saul Bellow is keen to embrace the mainstream of American literature tradition, the nineteenth century American Transcendentalism, to be specific, at the core of his work. Bellow's transcendental outlook can be best described in *Henderson the Rain King* for the reason that the novel is strongly colored by the main conception advocated by most transcendentalists especially R.W. Emerson.

Ralph Waldo Emerson, the leader of American Transcendentalism, emphasizes the important influence of nature upon mind: "the first in time and the first in importance of the influence upon the mind is that of Nature" (60). According to Emerson, people need to go back to nature to restore their reason and faith. For nature is a site for an epiphany, in which the individual human disappears in the currents of the Universal being. Nature is the place where people come to their senses and repair the trauma in their mind. All these classic conception of nature and soul can find expression in Bellow's favorite novel *Henderson the Rain King*. The real focus of the novel is on capturing the process of Henderson's spiritual quest for the harmony of his mind in the setting of nature.

Henderson's journey in Africa is not only a journey in nature but also a journey to the depth of his own soul. As Henderson says to himself, "the world is mind, travel is mental travel. May be every guy has his own Africa" (275). For without it, Henderson cannot find a remedy for his spiritual crisis and sheds the excesses of his own moral and the excess of the materialism of the America. Also without it, Henderson cannot return to the whole community with a balanced and peaceful mind. Henderson's journey to Africa is indeed a successful one, for it helps.

Henderson undergoes a renewal of his spirit and realizes the totality of life. In this sense, the continent of Africa first of all serves as a symbol of spirit which plays a key role in Henderson's Transcendence. There is no doubt that the journey in Africa benefits Henderson

a lot. The inspiration from nature, the wisdom of life from the two tribes especially his encounter with the King Dahfu all help Henderson gain a second chance of life instead of avoiding it and dreaming of death. Henderson's imitation of the lion Atti is, in one hand a necessary step for Henderson to overcome the anxiety over death, and a way for him to connect to the divine universe through the power over the soul. In the beginning of the novel *Henderson the Rain King*, the purpose of Henderson's visit to Africa is to leave "certain things behind and wake the sleep of spirit" in order to avoid the death of his soul. (45)

In the end of the novel, Africa proves to be able to offer Henderson a rebirth of his own soul. So Henderson's journey is a journey in transcendence which enables him back to nature and to shake off the excesses of modern America. Henderson's spiritual exploration can be seen partly as Bellow's exploration in his writing. In an interview with a newspaper in 1964, Bellow observed that Henderson, an absurd seeker of high qualities, was most like himself of all his characters, and the novel *Henderson the Rain King* is his favorite novel. (189)

Bellow's arrangement of Henderson's journey to burst the spirit's sleep and his final successful transcendence can be seen as a proof of Henderson's as well as Bellow's attempt to seek high qualities in the universe.

In "The Over Soul", Emerson stated that sources of nature are in man's own mind. Emerson said in "The American Scholar" that the nature is the opposite of soul, answering it part to part. One is seal and one is print. Its beauty is the beauty of his own mind. And its laws are the laws of his own mind. Emerson also placed emphasis on the importance of individuality.

Although Bellow values individuality as his transcendental predecessors, he abandons it in the novel because he considers it as undesirable burden keeping people from love. Henderson's story suggests Bellow's faith in mankind's potential in transcending himself by achieving a harmonization of mind and nature; in the affirmation the value of the individual but avoid the over glorification of the self; and in possibility of establishment of a society based on union of people and their love. Bellow's acceptance and of nineteenth century American Transcendentalism in the novel *Henderson the Rain King* can also be seen an exploration during his journey to render the highest justice to the visible universe, to find in that universe what was fundamental, enduring, and essential.

Saul Bellow concerns about humanity and advocacy of individuality are dualistic in nature as they include certain races and exclude others. His portrayal of the suffering of some

human beings remains incomplete because it makes an ‘Other’ of some nations, a colonial practice objected to and exposed by postcolonial literary.

The stream of racism and prejudice against the Africans and Arabs which runs throughout in *Henderson the Rain King* contradicts Saul Bellow’s humanistic claims. This stream marks Bellow as a racist. In many ways, a postcolonial reading of Bellow’s works helps expose his presumed humanistic presentation which demeans the Africans and Arabs if Palestine, in favour of the Americans and the Jews. It discloses his colonialist ideology.

This ideology is caused by a personal ethnic identity crisis. He oscillates between his American and Jewish identity. The quest of identity reveals an inferiority complex that tries to hide behind American identity yet embraces Jewishness. James Atlas’s contradictory views of Bellow’s ethnicity are quite illuminating in this regard.

The soul searching of Henderson takes him flying to Africa and temporarily abdicating all responsibility for his children for Henderson to realize just how important his family is to him. His journey of self-discovery is really an opening of possibilities, as he allows himself to express his deepest feelings, to believe himself worthy of love and to connect with others at a meaningful level.

The concept of the self involves a journey of consciousness. Many are the ways that one can adapt to know the authentic self. The self or the inner light is a perennial presence in man. It enhances the personality of the individual and motivates one to know what is right and wrong. It also develops better understanding and promotes adjustment, acceptance of life as it exists and enhances peace and harmony.

Today’s world of materialism only creates hurdles in the realization of the self that shapes one’s personality. Any individual can exist with the consciousness of the self even in the world of materialism. This consciousness can be related to the mind through which an individual may have a number of revelations related to the principle of morals showing great concern in the welfare of others and the society. The revelations can be made through various means and it could also be a series of experiences.

The novels represent the dialogue between alienation and accommodation, the battle of determinism and free choice, the coalescence of selflessness and selfhood. The heroes face the problem of how to create a unique self within a mechanical money-oriented mass society which exerts a leveling influence on a individual, and where the individual undergoes his personal effacement and consequent degradation.

These stages can be traced in Henderson’s life journey. At the first stage, he is shown in conflict with himself and society. Henderson recounts his life and reflects on the reasons of

his going to Africa: “What made me take this trip to Africa? There is quick explanation. Things got worse and pretty soon they were too complicated” (3). He admits behaved like a bum. The Hero’s life in a society of material excess leads to hidden depression, rage, and finally to the conclusion that he is not fit to live among people.

He seems to hate both society as it is and himself for not being able to oppose it by becoming better. Henderson argues unreasonably with his second wife Lily, alienates his son and daughter, refuses his tenants heat during the winter, fires a gun at their cat, raises pigs from with his only pleasure comes from is their annoying presence to family and neighbors’, harasses in a dozen other ways his family, friends, acquaintances, and community.

All these examples prove him to be a spiritual impotent. He perceives himself to be a failure, understands that his behavior is irrational and unacceptable but is unable to put any effort to change it to the better. At this stage of his life, Henderson has no inner strength to resist the negative influence of society upon him, reject its values because he has absorbed its features, and is therefore at war with himself.

The Hero suffers a poverty of the soul. Again and again, he hears an inner voice that spoke there said, “I want, I want, I want! It happened every afternoon, and when I tried to suppress it got ever stronger”. Henderson’s acts are meant to show that he is fully capable of altering his condition and that he assumes full responsibility for the dilemmas and conflicts of his life. Unlike those characters in twentieth-century fiction who are crushed by deterministic forces.

Henderson is aware of the dignity of human condition, demonstrates that it still exists, and proclaims his faith in it. Through his characters, Bellow not only exalts the nature of man, but also portrays the carnivalistic vision of the world in an exuberant manner. Bellow is not a champion of humanity in a foolish or hypocritical sense. Humanity does have its weaknesses. It is a known fact. It is displayed and therefore broadcasted in everyone of us.

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**ENCAPSULATION OF WOMAN’S PSYCHE IN THE REALM OF REALITY: A
STUDY OF S.J. WATSON’S *BEFORE I GO TO SLEEP***

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ABSTRACT:

Literature and psychology are two branches of science that study human soul. Psychology researches human behaviour and their causes while literature depicts human behaviour through fiction. The psychology based study of literature aims more at studying the influence of social conditions on the emotions, thoughts and behaviours of the characters in the story or novel. A literary works benefits psychology in the terms of presenting characters’ expressing their moods and bringing the reader into the psychological dimensions of human reality. This project analyses the psychological turmoil the protagonist undergoes due to her loss of memory and how she tries to rebuild her life and her identity with an indomitable spirit in spite of her being oppressed by her male counterparts. S. J. Watson as unique American novelist and the general characteristics of his works and gives a glimpse of the novel. In this protagonist undergoes through a turbulent phase of her life, how she experiences trauma as she makes conscious efforts to retrieve her memories. Feministic realm of reality discusses the role of two women with different cultural boundaries and their struggles to assert their own feminine self amidst hardships in the patriarchal society. Deconstructing analyses the love relationships in the novel by applying the deconstruction theory.

KEYWORDS:

Psychological analysis of human minds; literature; deconstruction theory; Feminism.

Literature, with its perfect reproduction of life is an ideal medium into which the writer infuses his own feelings, be it is prose or verse. It pictures the society, voices out one’s opinion, with a soul aim to achieve. Joseph Conrad in the preface to *The Nigger Of The Narcissus*, commends on the significance of the writers and the writing texts in human life. “My task which, I am trying to achieve is by the power of written word to make you hear, to make you feel – it is before all to make you see. That and no more, and it is everything” (16).

Literature is said to be the mirror of life. Literature when interwoven with the fields such as history, philosophy, sociology, psychology is a discipline where in language is used as a medium of expression so as to interpret man; existence and culture, personality and individual differences. There is a very strong correlation between literature and psychology because of the fact that both deals with human beings and their reactions, perception of the world, miseries, wishes, desires, fears, conflicts and reconciliations.

Steve John Watson originally working in the National Health Service (NHS) as an audiologist, Watson is an English scribbler. S. J. Watson, who is legally called Steven Watson, was born in an English village called Wordsley, located to the north of Stourbridge, West Midlands, in the United Kingdom. For his Ordinary level, Watson studied at Buck pool School, and later at the Stourbridge-based King Edwards College wherein he took Mathematics, Chemistry, and Physics.

S. J. Watson, who is a quadragenarian, went to the University of Birmingham for his undergraduate degree, wherein he pursued Physics. For his Master of Education, Watson enrolled at the University of Southampton wherein he majored in audiology. He relocated to corporate London hard on the heels of his graduation notably a national neurological hospital. He is still a London resident.

In his novel *Before I Go to Sleep*, Christine Lucas is the featured protagonist while Julia is the featured protagonist in the book named *Second Life*.

Christine Lucas is a middle-aged wife who is yet to recover from a tragic incident that left her with memory loss. Christine, who is amnesiac, has a spouse called Ben and both are in a twenty-year-long marriage. Conversely, protagonist Julia has an addictive personality. She has a sister called Kate, an adopted son named Connor, and a husband called Hugh who is a surgeon. Christine and Hugh are unable to have children of their own.

In the first book by S. J. Watson, *Before I Go to Sleep*, protagonist Christine often forgets that she is married; thinking that she is still single, she is always surprised on waking up in the mornings and noticing her husband beside her. Exactly what transpired during the accident and what about her condition is the underlying mystery inside the novel. Her journal entries and her husband's narration do not help her in joining the dots.

Historical background for his novel *Before I Go To Sleep* is just about an incident he came across in his life. Watson shares this in one of his paperback interviews:

I was reading about a man called Henry Molaison who suffered severe amnesia he underwent operation when he was 27. He died at the age of 82, and for all that time could form no new memories. I was struck by the image

of that old man waking up and looking in the mirror, fully expecting a 27-year-old to be gazing back at him. I realized how vital our memories are to our sense of self, and from that seed the whole novel began to grow. I decided to tell the story in the first person, from the point of view of someone who has severe amnesia. That presented some tricky technical challenges, particularly as I edited the book. I had to keep a close eye on the things my character knew at any given time, and the things he didn't. (The Guardian)

Other contemporary British writers of his age are Sacha Noam Baron Cohen, J.K Rowling, Neil Geiman, E.L James, Elizabeth, Paul Adam, Paula Hawkins and Jeffrey Howard Archer.

As for the origins of psychology, it could be stated that earliest origins of psychology are found in the writings of the ancient Greek philosophers about the nature of life, particularly in the work of Aristotle use the term psyche to refer to the essence of life. This term is translated from ancient Greek which means 'mind', but it is closely linked to the word 'breath'.

The meaning of psychology in Literature is explained by Wellek and Warren as follows: "By 'psychology of literature', we may mean the psychology of the writer, as type and as an individual, or study of creative process, or the study of psychological types and laws present within the works of literature or the effects of literatures upon its readers"(Julia 35).

A story that is more interested in the "why" rather than the sheer mechanics of "how" is more attuned to what makes a soul damaged potentially beyond repair falls under the large umbrella of psychological thriller. Psychological thriller is a genre with in crime fiction that can and does encompass myriad subgenre, making it difficult to classify it in definite terms.

Psychological novel is about human mind that deals with emotions and feelings. It centres on the psychology of human beings. It is a work of fiction in which the thoughts, feelings and motivations of the characters are of equal interest than in the external actions of the narrative. In a psychological novel the emotional reactions and internal states of the character are influenced by and in turn trigger external events in a meaningful symbiosis.

This emphasis on the inner life of characters is a fundamental element of a vast body of fiction. Psychological thriller is a thriller narrative which emphasizes the unstable or delusional psychological state of its characters such as "dissolving the sense of reality". Psychological thrillers incorporate elements of mystery, drama, action and paranoia. The literary devices and techniques that are used in psychological thriller are plot twists and

unreliable narrator. In psychological thrillers, characters often have to battle in a struggle. Amnesia is a common plot device used to explore these questions. A psychological thriller is a subgenre of a thriller in which the element relates to mind or the process of the mind. They are mental in nature rather than physical.

Before I Go to Sleep is a psychological thriller about a woman suffering from anterograde amnesia. She wakes up every day with no knowledge of who she is and the novel follows her as, she tries to reconstruct her memories from a journal she has been keeping. She learns that she has been seeing a doctor who is helping her to recover her memory, that her name is Christine Lucas, of 47 years old and has got married leaving behind a son. As her journal grows, it casts doubts on the truth behind this knowledge as she determines to discover who she really is.

Before I Go to Sleep is an exceptional thriller. “A terrific first novel – well written, genuinely settling and psychologically very plausible” (Harris 23). Upcoming chapters deal with critical analysis of the events that take place in the novel. Certain tragic events erase memory of the protagonist, Christine Lucas, leaving her life in mystery.

This project aims to delineate the psyche of an American woman through the protagonist, Christine Lucas who struggles hard to regain her lost memory. The psyche of an unconscious woman who has undergone a traumatising experience and recovered after twenty years is discussed at length. It traces her efforts to establish her identity in the feministic realm of reality...

Before I Go to Sleep is divided into three parts. The first part of the novel is in the present, beginning as Christine Lucas wakes in a strange house with a strange man, only to learn that she suffers memory loss and that this is her home, her husband. Later, a doctor gives Christine a journal in which she has been writing down her memories and events that have taken place in the course of her day over a two week period. The second part of the novel is this journal. The last part of the journal is the evening of the day that begins in part one.

The novel contains one main plot and takes place over the course of a single day. In this plot, Christine Lucas wakes to learn that she has a memory problem and she is given a journal that tells her what has happened to her over the course of two weeks and some of the memories she has recovered in that time period. These journal entries introduce a mystery in Christine's life that comes to a climax on the day that began in the first part of the book. The main plot comes to a satisfactory conclusion at the end of the novel.

Work of literature in many cases exhibits a high level of similarity in themes, styles and objectives. While exercising their literary creativity, authors and critic may borrow ideas and structures from pre existing or contemporary works. Clifford Geertz affirms his idea about critical analysis, “The point of literary criticism in anthropology is not to replace research, but to find out how it is that we are persuasive” (Rampell 17).

In the entries in her journal, Christine tells herself and the reader how she has begun to retrieve more and more memories. Among these memories are details of an afternoon of pleasure with Ben and the fact that she once wrote a novel. Ben has already told Christine that she has a Ph. D in English, although he told her that she was working as a secretary the day she was injured.

Christine later learns that she is a mother, but that her son has died. This news deeply grieves Christine each time she reads it. However, the reader will notice that as the journal entries continue, Christine seems to deal with the news more and more easily, suggesting she is beginning to remember the truth and it does not hurt as much.

The memory Christine has in which she is being attacked is very significant. This attack is by an unseen man, someone who is clearly passionately connected to Christine in some way that has led to this vicious attack. The reader wonders if this could possibly be how Christine received her brain injuries that left her so terribly dependent on those around her. Later, Christine becomes convinced that Ben is lying to her, that she was never in a car accident. This causes her go in search of answers, but only leaves her with more questions.

In these sections of the journal, it is clear that Christine is remembering more and more of the attack that led to her brain injury. Dr. Nash fills in some of the blanks, telling her where she was found and about her recovery. It is clear that what happened to Christine was devastating, leaving her unable to care for herself for most of the past eighteen years. Christine has some small memories of this time period, but they are dark and confusing, memories that centre around her son and two strangers who visited her in the hospital.

The unreliable narrator becomes clear in these journal entries. Christine has begun to doubt herself, to doubt whether her memories are really memories or manifestations of her imagination. Christine remembers the name, Ed and believes he might be her attacker, but learns that Ed is really Dr. Nash's first name. Later, Christine imagines a romantic link between her and Dr. Nash but is rebuffed when she kisses him. It is clear that Christine is still struggling with reality and her mind's attempts to fill the blanks of her memory.

Throughout the novel it has been clear that Christine is not a reliable narrator because she is reading her story along with the reader. The author leaves the reader with a final question that

Christine cannot and therefore does not answer at the end of the novel. Will Christine retain all she has remembered on this night? The reader hopes that she will, but past events suggest that she likely will not. No matter what happens with her memory, however, Christine has her family back and that could be enough.

Themes are the central focus of the story or narrative. Themes express the intended lesson, conclusion, message, or point of view of the author. Themes connect all the parts of the story such as character, plot, conflict, setting and events. C. S. Larin calls theme “the heart of a story” (56). Working definition for “theme” one that captures all the important points discussed above and that. It is a story’s soul.

Three important themes that deal with novel *Before I Go to Sleep* are identity crisis, duplicity and love. Christine’s trauma made her lose her memory that leads her life into a disaster. Because of her accident the two men take charge of her life by which she loses her individuality and identity as an independent woman in society.

Trust is the basement of marriage. In this story Ben and Christine are not truthful to each other. They both have an illegal affair without knowing each other. Their behaviour brings in the themes of duplicity. Characters in the novel act against marriage ethics that broke the intimate relationship between them.

Love is the main theme that moves the character inside the novel. In this S. J. Watson comes out with different stages of love. Parental love, Christine longs for her mother’s love. Christie forgot all her motherhood memories with Adam. And finally, Love between Mike and Christine is considered as the illegal love affair with which feminism takes the center stage.

Feminism is an umbrella term for a range of views about injustice against women. There are disagreements among feminists about the nature of justice in general and the nature of sexism, in particular, the specific kinds of injustice and wrong women suffer; and the group who should be the primary focus of feminist efforts. Nonetheless, feminists are committed to bringing about social change to end injustice against women, in particular, injustice against women as women.

Identity is a much debated term in postcolonial literature. The historical, cultural and ideological circumstances prevalent in the alien and native societies enmesh the protagonists. They become victims of despair and loneliness as they feel the people around them asking them, ‘Who are you? Where are you from? Why are you here?’ perplexity of the protagonists caused by the binary opposition results in identity crisis. Columas establishes, “identity is a

multilayered dynamic process rather than an inborn trait that cannot be helped. Identities are partly given and partly made” (178).

Marriage is still a social necessity, where women seek security and men seek respectability. The journey is toward self-actualization, realization and quest for their identity. Jaya suffers silently for the sake of family. Inside her marital life she suffers alone to find her identity.

It is because of the invention of the institution of marriage which in turn sowed the seeds of the slavery of women. The transition from barbarism to social life had its own advantages. It also compelled that individual should repress his instinctual behaviour and thereby minimize the chances of his life of pleasure. The resultant suffering is shared more by women, because of the social norms and moral codes of society.

In traditional societies men have always been unquestionably superior women feel that they are being treated far less than men, having them being punished often and feeling as if they are to play a submissive role. Campbell describes how women are expected to “... walk behind their men when they are together in public and show them respect” (Campbell 113). Traditions which make women inferior to men are provided different perceptions by deconstruction.

Deconstruction is a method or school of philosophy, or indeed anything outside of reading the text itself, the term has been used by others to describe particular methods of textual criticism, which involved discovering, recognizing, and understanding the underlying and unspoken and implicit assumptions, ideas, and frameworks that form the basis for thought and belief.

Deconstruction is often positioned as the opposite of construction: it is taken simply to refer to ‘breaking things down’ the unravelling of a text’s assumptions and the overturning of hierarchies. The purpose of deconstruction is to show that the usage of language in a given text, and language as a whole, are irreducibly complex, unstable, or impossible. With the help of the Journal Christine came to know about her past mysteries. Day by day her Journal grows, her trust on Mike got diminished and slowly truth comes out of darkness to light. Dr. Nash, who is the neuropsychologist helps her to bring back her memories.

'Deconstruction' is somewhat less negative than the Heideggerian or Nietzschean term 'destruction' or 'reversal'; it suggests that certain foundational concepts of metaphysics

will never be entirely eliminated. There is no simple 'overcoming' of metaphysics or the language of metaphysics. That is reversal of the situation that is destructing the original story and reviewing it from reader's point of view.

Discursive psychology shows that it can be a way of doing blaming, justifying, and for psychologists it can be a way of 'kicking away the textual ladder' of replicating logo-centric transcendental signifiers. The problem is that as psychologists, we are so used to things like attitudes and intentions in an explanatory way that needs strategies to overcome thi

Love encompasses a range of strong and positive emotional and mental states, from the most sublime virtue or good habit, the deepest interpersonal affection and to the simplest pleasure. That reflects the human kindness, affection and compassion, as "the unselfish loyal and benevolent concern for the good of another" (23).

The moral, ethical and societal elements jointly comprise the inner soul. The stable psyche an individual enjoys and his untumultuous life are directly correlated. Hence, the examination of the factor which contribute to the psychology of a human being is of vital importance in the current scenario of degrading psychological conditions.

The psychology literature details the powerful influence of man towards woman in personal relationship. All these strains of domination culminate into a com ole in the novel, *Before I Go to Sleep*.

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GAIL CARSON LEVINE'S *ELLA ENCHANTED* AS A HEGEMONIC F FAIRY TALE

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ABSTRACT:

Gail Carson Levine's *Ella Enchanted* contains the plot of the modern fantasy. It is filled with a combination of adventure, excitement, romance, and mystery. It addresses many specific feminist issues. The female characters are narrated as strong, self-conscious women who see things far too rarely in the fairy tale genre. The story is narrated in Ella's voice as a strong and resilient character, which was able to break the spell. Levine's *Ella Enchanted* as a Hegemonic Feminist Fairy Tale analyses Levine's attempts to redefine the version of *Cinderella* of passivity, to Ella of combat. Ella's quest for self-sufficiency, and analyses how the spirited, independent, and honest, Ella battles with a sharp tone and mischievous actions to the unpleasant characters around her.

Keywords:

Feminism, Fantasy, Magic, Realism, Fairies.

Research Paper

Gail Carson Levine is an American author of young adult books. Her first novel, *Ella Enchanted* (1997), received a Newbery Honour in 1998. Gail Carson Levine is arguably one of America's best contemporary authors. Many scholars focus on recurring themes in her writing, such as magic and magical creatures, love and marriage, and strong female leads. Levine writes fairy tales featuring princesses, dragons, elves, fairies, and modern renditions of traditional themes. Although she sometimes bases her novels on such familiar stories as *Cinderella* or *Sleeping Beauty*, the characters in books such as *Ella Enchanted* and *The Princess Tales* are decidedly modern in their outlook.

Levine grew up in New York City, New York. Levine has received numerous awards, including the Newbery Medal Children's Honor Book for fiction in 1998, Black-Eyed Susan Award in 1999, Iowa Children's Choice Award in 1999, and California Young Readers Award in 1999. Levine's novels are noted for the thematic depiction of romantic relationship;

often marriage. Common messages from her books include the importance of kindness, selflessness, self-confidence and courage in the face of danger.

Levine's capacity for self-awareness, that complicated yet compelling ability to reflect, analyze and respond to the world, something is found outside the self, an ability to look at one's own reactions, thoughts and emotions. She explores the implication of this self-awareness by contrasting her perspective with that of many early modern contemporary authors.

Ella Enchanted weaves Cinderella's familiar plot with important themes for young readers. Though powerless to defy the fairy's curse of absolute obedience, Ella is a medieval miss who does not easily accept her servitude. Spirited, independent, and honest, she battles back with a tart tone and mischievous actions to the unpleasant characters around her. Ella is a believable modern heroine who could shed her castle clothing, skip over the moat, and slip into the crowds at the mall.

Ella Enchanted, a novel-length retelling of Cinderella. At her birth, Ella of Frell was cursed by the unfortunate recipient of a foolish fairy's gifts the gift of obedience. Ella must obey any order given to her, whether it's hopping on one foot for a day and a half, or chopping off her own head. But strong-willed Ella does not tamely accept her fate. Against a bold backdrop of princes, ogres, giants, wicked stepsisters, and fairy godmothers, Ella's quest to break the curse once and for all and discover who she really is as sharply funny as Catherine, Called Birdy and as richly poignant as Beauty, and has all the marks of a classic in the making.

The story is from the modern fantasy category. It is filled with a combination of fantasy, adventure, excitement, romance, and mystery. The characters in the story are primarily good, or primarily bad. Lucinda is taught about this change by the good fairy, Mandy. Lucinda realizes her mistake in bestowing the gift of obedience to Ella, but she is not able to undo her mistake.

Levine characterizes 1997's ideal woman, through a playful spirit and a pretty, depth-appreciating, socially conscious individuality, has just been discussed. Her writing style provides the story about magic, fairies and the power of love. But she also describes Ella in the ways that might be interpreted as stereotypically playful. The Cinderella tale has been preserved in the popular imagination through its literary forms specifically, the English

translation of Charles Perrault's 17th-Century French *Cendrillion* such that the fairy tale's folk origins have been obscured.

But these sorts of absurd outbursts and fantasies, the stuff of a playful piece of children's literature, are easy to dismiss as superficial appeals to an individualistic American audience rather than thoughtfully engrossing challenges that Levine makes Ella spunky so that the fairy tale heroine conforms to a modern standard of femininity and reifies a contemporary American power structure.

Ella is cursed with obedience in Levine's attempt to create a version of Cinderella the passivity, no longer a chosen docility but rather a magically imposed obedience, might present less of a problem in relating to the protagonist. Levine simultaneously reinforces a contemporary superstructure. She draws attention to the inescapable hegemonic force through the way that Ella's curse enmeshes her in grappling with issues of power. Ella rejects a certain type of power to be dangerously oppressive.

Feminists often denounce traditional fairy tales because they perpetuate the ideals of a patriarchal society by encouraging girls to behave like proper princesses and wait for charming prince. *Ella Enchanted* addresses several specific feminist issues, specifically negotiating and fighting the burden of obedience, the importance of female friendships and, of course, learning to save our self. Levine constructs the happy conclusions by attaching epilogues; nothing ever goes wrong for Ella. Ella's parents-in-law welcomed her joyfully to their royal family. Ella and Char maintain a safely distant, though interested, relationship with Sir Peter, while her stepfamily stays away. Ella and Areidanever fail to visit each other, and Mandy lives at the palace to watch over Ella and later her children. Ella's family is complete and completely free of affliction.

The end of the novel is much more emotional. Char wants to marry Ella, of course, realizing that Ella is cursed, leaving her no choice. She rocks back and forth in a chair, trying to resist obeying and thus putting them all in danger. She thinks of all the times she's been forced to be obedient. Her childhood self, shoveling cake into her mouth through tears because Mandy mindlessly order to eat the cake nearly being eaten by ogres who just had to tell her to stay, her mother's necklace being snatched away by Hattie, and being put in countless other dangerous or humiliating situations that she had no control over.

The curse being broken means she is free to marry the person she loves. But she declines the title of princess or queen. She instead takes up the title Court Linguist and

Cook's Helper. She slides down the royal banisters with the prince. She and Char have children, but she refuses to be left at home when he is travelling. She comes along, and Mandy takes care of the kids. But most of the times, she delights in making decisions. She takes joy in saying no and that's a feminist happy ending of the novel.

Ella was just hours old, a fairy cursed her with the gift of obedience, but, as Ella tells us, "Instead of making me docile, Lucinda's curse made a rebel of me" (5). In this re-vision of Cinderella Ella tells her story in a voice that is at times strong and at times uncertain but always determined and always believable. The mother's presence at the beginning of the story situates it in matriarchal tradition. Ella's mother dies early in the story, and on her deathbed, she addresses Ella as precious and tells her that she loves her. This affirming statement is the last Ella's mother speaks to her, sustaining her and strengthening her for what is ahead.

Levine demonstrates how Ella gets disabused of a presumed conflation of beauty with magical goodness. Ella initially doubts that Mandy is a fairy in terms of superficial preconceptions about the glamor of magic: "She couldn't be a fairy. Fairies were thin, young and beautiful. Mandy was as tall as a fairy was supposed to be, but who ever heard of a fairy with frizzy gray hair and two chins?" (24).

Ella's prejudice about fairies associated prejudices about superficial appearance along the lines of fairy tale ideals gets disabused through Mandy. Nevertheless, Levine continues to portray Ella as beautiful and the evil stepsisters as fat and disgusting in a way that seems to reinforce notions of superficial appearance indicating something deeper. Levine makes this devaluing of ugly and fat women more acceptable to modern readers by presenting the fat stepfamily as disgusting, fat because their appetites are an extension of their avaricious natures.

Levine indicates Ella's worthiness of a high social position in how Ella does not desire such affluence. Whereas Hattie admits she wishes to be queen. Ella never expresses a desire to be a princess and indeed rejects the title of princess when she finally does marry Prince Char. Levine hence uses Ella's rebellion to indicate a worthiness of a certain sort of elevated power, co-opting rebellion as a type of conformity to American individualist character.

Ella's admiration of the pottery represents a humble appreciation of inward value similarly present in Ella's valuing the prince as a friend that proves her depth. Levine

represents the external and socially-determined value of objects and people as less important and also the impressive interiority which Ella's narration foregrounds. Ella appreciates the pottery for its evidence of the potter's artistry. Ella knows how to behave properly, but part of what makes her a modern heroine is the fact that she finds these socially-ingrained rules of propriety less fulfilling than the behavior which Levine's imagined world values more namely, playful spirit.

Ella has inherited an ideal interiority. Part of this ideal interiority is the ability to recognize how and when beautiful exteriors evidence beautiful interiors, and when such exteriors are misleading performances. The fact that Ella accepts such a valuable gift in spite of her superficial performance of a polite denial of the gift suggests that Ella's ability to appreciate and love art carries social value great enough to stand in for high monetary value. Ella imagines the art as living creations before expressing her understanding of them as having been born so that Levine might emphasize that Ella's words make external her internal thoughts, rather than being an insincere performance of the personality Levine values in her heroine.

Ella's curse of obedience represents a compulsion to be a docile and submissive female. Cinderella cannot but be contained by the male-dominated society in which she struggles to accumulate male approval. Similarly, Ella cannot but be contained by her magically dictated obedience. But Ella's relationship with structures of power comes from an unwillingly-obedient perspective which makes that obedience visible as a curse.

Ella's passive satisfaction from relinquishing her internal rebellion against obedience becomes most obvious when Mandy frees Ella's emotions from that happy obedience: "I began to sob from relief mixed with sadness. I had been a begging puppy and a delighted slave, yet I hadn't felt cursed since I met Lucinda. Now I did again." (140) Happiness with obedience frees Ella of fear, and losing that passive happiness makes her sob in recognition of the struggle that has returned.

Ella's narration when commanded to be happy with her obedience calls it a gift, whereas her narration upon returning to her emotional -independent state reverts to recognizing the obedience as a curse. The cost of feeling submission as a gift is dehumanization the begging puppy and delighted slave references remind readers that by submitting to her curse Ella had occupied shameful categories; not only does Ella define

herself as a nonhuman begging puppy, but she also recognizes that she has occupied the offensive myth of the delighted slave.

Levine has Ella notice how resignation to the oppression represented by her curse feels freeing. Her narrative acknowledgment of why Ella sobs emphasizes the emotional attachment that the oppressed might have to their passive roles. Levine rejects externally-imposed and imagination-inhibiting control of thoughts and actions by her characters' rejections of "big magic" (195). The unwittingly-curse-laying fairy Lucinda ultimately sees the error of her reckless spell-casting attempts to impose perfection and renounces "big magic". This renouncement of "big magic" precludes even the possibility of Lucinda undoing the curse of obedience, and forces Ella to rely on herself rather than on a magical external solution to the problem of her obedience.

Ella is not allowed to escape her obedience by appealing to the force which created that obedience. Levine presents the imposition of a magical demand that the world conform to one's whims big magic as dangerous in a way that "small magic that can't hurt anybody" (28). Mandy's understanding of big versus small magic effectively speaks to the issue of hegemonic constraint in the real world in terms of the imagined world Levine creates, the message against attempting to control others gets reduced to the following lesson that big magic was bad.

Levine's judgment against the dangers of big magic initially comes in terms of Mandy encouraging Ella to use her imagination about the ramifications of the seemingly-miraculous ability to make the universe conform to one's wishes. Big magic hence represents a superstructure of power, capable of controlling and affecting everything imaginable.

When Ella draws attention to the fact that hierarchy might be questioned, she also draws attention to the correct wielding of power Char represents. The softened angles of the king's features Ella notices on first seeing Char represent a softened and more personable sort of authority, more a servant of the people than an inaccessible icon of power that the eponymous money of King Jerrold's Kyrria implies the king to be. Char's soft personality gets demonstrated in a couple of instances of the prince literally lowering himself to the same level as common laborers: "When the seller began screeching that everyone would trample his precious tomatoes and melons and lettuces, Char had us right the cart; vegetables" (113).

Power may be inherited and its structuring influence on society perpetuated, but Char's softened and amiable presence suggests that such a structure can be considered optimistically, as benevolent and progressing away from the sharp dictates of a negative connotation of power. He insisted on paying for the vase. He said it never would have happened if not for him.

Written interactions, like the excerpt from Areida's journal that Ella reads, bear noting because of the extra emphasis placed on Ella's magic book Ella and Char's epistolary romance provides the most insight into Char's character. Not only does Ella write Char interrogating him about his inherited royal status, she also uses his handwriting to infer the merit of his character.

Ella explicitly defines the written word as an essential way of attaining insight into a person's character. Ella's connection between the way she perceives Char and the written representation it also defines Char as balanced and honest, an ideal counterpart to Ella and a careful and moral person who might make for a paragon of a leader for his ability to be balanced in his decision-making.

Levine's selected points of view that capture the complex workings of the mind. Reflecting on her writing, she supposes that the attempt was to simulate the integrative work of a mind perceiving and reflecting, drawing upon fantasy, fairytale, conscience, belief or assumption, experience and response and then reshaping them both as narrative, holding one thought against another for the effect of affinity or contrast, evaluating and rationalizing, feeling compassion, taing offense. Since Levine's endeavor is simulating the integrative work of the mind, it should come as no surprise that she refrains from employing any form of directly narrated.

Levine's protagonists and other characters live through the consequences of choosing between oppression and sacrifice, and of responding to oppression through submission, resistance or complicity. In each story, the heroine undergoes character development as the plot advances through her choices surrounding work, and her humanitarian impulses grow.

Levine demonstrates the value that she places on her mind by incarnating the meaning of memory, mystery, and fantasy in her novels. And by so doing, she beautifully implies how a mindful life may be best lived. Levine's fairy tale novel's hightlights the role our minds play in understanding and living within the reality. In Levine's writing contains ordinary

items and occurrences, creating beauty from the quotidian and reviving a new appreciation for each detail of life. And she imbues her novels with her humanism, creating mysterious.

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CLAUSTROPHOBIC PORTRAIT OF WOMEN IN DORIS LESSING'S

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ABSTRACT:

This paper has been written with the aim to interpret *The Golden Notebook* from the feminist point of view. The novels theme, structure, character, narrative style serve well for the aim of feminist interpretation. It also artistically discusses the challenges to feminist reflected in *The Golden Notebook*. The structure makes the theme to reach its best expression. It reflects not only the fragmentation of protagonist of *The Golden Notebook*, Anna's inner world but also the chaotic society she lives. Doris Lessing employed a woman writer as the first person narrator in the novel. She has certainly served as spokeswoman for women's rights in her life and her works. After women have gotten the license of writing, tremendous phenomena directly illustrate a series of problems in women's political life. Compared with traditional women, the "Free Women" in *The Golden Notebook* enjoyed a kind of free professional life, but they don't get deserved happiness after their fearlessly walking and children is also big issue in the crusade of feminism. Feminism successfully has given women the equality of parental rights, but the right cannot produce harmonious relationship between women and children without fathers, production. "Free Women" discarded their loveless marriage but still could not find their perfect marriage. Lessing's novel tells us that males are not the enemies to women but also the collaborators.

Keywords: Feminism, Free Women, Interpretation, Modernism.

Doris Lessing was born on 22nd of October 1919 in a British family as Doris May Taylor in Kermanshah, Persia (now Iran). Her father, Captain Alfred Tayler, previously an army man, was a clerk in a bank while her mother, Emily Maude Tayler, was a nursemaid. The family moved to Zimbabwe in the hope of increasing their income through maize farming. But unfortunately, this reaped no benefits for the Tayler's.

Doris Lessing's mother was a strict woman and in the anticipation of raising a prim and proper daughter, enforced a lot of rules and regulations in the house. Lessing was sent to a convent school and then later to an all-girls high school in the capital of Salisbury. Lessing, however, dropped out of school by the age of thirteen and thereafter started self-educating

herself. She left her home two years later in the hope of an independent life away from her mother's stern tenet. She was employed as a nursemaid where she involved herself in reading various topics such as politics and sociology. Later she moved to Salisbury and started working as a telephone operator. It was then she met and married her first husband, Frank Wisdom with whom she also had two children. She had begun writing by this time; a passion that would soon become her life long career.

After her divorce in 1943 Lessing joined a communist book club named 'Left Book Club'. Gottfried Lessing was a main member of this group who Lessing married later on. They had a son, Peter, who remained with Lessing after her second divorce in 1949. She moved to London where she began her professional career and published her first novel *The Grass is Singing*. Although a more notable work by Lessing was published in 1962 her novel *The Golden Notebook*. She also wrote two novels using a pseudonym 'Jane Somers'. Her purpose was to reveal the hardships faced by new authors in their efforts to get their work printed. *The Diary of a Good Neighbor* and *If the Old Could* were eventually published in England and the United States in 1983 and 1984. The following years also saw some good novels by Lessing such as *The Good Terrorist* in 1985, *Under my Skin* in 1994, *Walking in the Shade* in 1997, and *The Sweetest Dream* in 2001.

Lessing's books were mainly fictional and can be sub-categorized in three diverse themes; The Communist theme which lasted from 1944 to 1956. The Psychological Theme started from 1956 to 1969 and then Sufism, to which she was introduced to by 'Idris Shah', who was a good friend and teacher. She has won over fifteen awards for her contribution to the English Literature. These include the Somerset Maugham Award in 1954, the Los Angeles Times Book Prize in 1995, Order of the Companions of Honor in 1999, the David Cohen Prize in 2001, S.T Dupont Golden PEN Award in 2002 and the most honorable 'Nobel Prize' in 2007. She also received an honorary degree from Harvard University in 1995. Her latest book is called *Alfred and Family*. Lessing has announced this book to be her last and final work.

Lessing's first published book *The Grass is Singing* is about a white farmer and his wife and their African servant in Rhodesia. Among her most substantial works is the series *Children of Violence* a five novel sequence that centers on Martha Quest who grows up in southern Africa and settles in England. *The Golden Notebook* in 1962 deals with a woman writer who attempts to overcome her obstacles by her writings. It is considered one of the

most complex and the most widely read of her novels. *The Memories of a Survivor* in 1975 is a prophetic fantasy that explores psychological and social breakdown. A master of the short story, Lessing has published several collections, including *The Story of a Non-Marrying Man* in 1972 and *Stories* in 1978. Her African stories are collected in *This was the Old Chief's Country* in 1951 and *The Sun Between Their Feet* in 1973.

Lessing turned to science fiction in a five novel sequence titled *Canopus in Argos: Archives*. The novel *The Diary of a Good Neighbor* in 1983 and *If the Old Could* in 1984 were published pseudonymously under the name Jane Somers to dramatize the problems of unknown writers. Subsequent novels include *The Good Terrorist* in 1985 about a group of revolutionaries in London, and the *Fifth Child* in 1988, a horror story, to which *Ben in the World* in 2000 is a sequel. *The Sweetest Dream* in 2001 is a semi-autobiographical novel set primarily in London during the 1960s, while the parable-like novel *The Cleft* in 2007 considers the origins of human society. Her collection of essays *Time Bites* in 2004 displays her wide-ranging interest, from women's issues and politics to Sufism. *Alfred and Emily* in 2008 is a mix of fiction and memories centered on her parents.

The Golden Notebook consists of alternating sections: there is a framing narrative called "Free Women", narrated in the third person and featuring a character named Anna Wulf. Anna writes four notebooks: one black, one red, one yellow and one blue. The novel alternates between describing Anna's life experience and revealing the content of the different notebooks. It eventually features a section from a fifth notebook: the golden notebook. Anna Freeman Wulf is an Englishwoman who moves to the African colony of Rhodesia in 1939, just as World War II is breaking out. During her time in Africa, she becomes involved in Leftist politics and builds a close-knit circle of friends who are also involved with the cause.

Anna is involved in a romantic relationship with a man named Max Wulf but has ambivalent feelings for him. As the war is ending, Max and Anna decide to have a child together, Anna gets married in 1945, and their daughter, Janet is born in 1946. Anna and Max get divorced when Janet is still a baby, and Anna returns to London to live as a single mother and work as a writer in Africa. The novel draws on her own experience and ends up selling very well, giving Anna enough money to live off. Anna also becomes active in working for the British Communist Party.

Upon her return to England, Anna ends up living with a woman named Molly, who is also a single mother. Molly has also been raising her son, Tommy, after getting divorced from her husband, Richard. Anna also becomes romantically involved with a married man named Michael, whom she loves very much and has a five-year relationship with. In 1954, Anna's relationship with Michael ends and she also leaves the Communist Party after growing increasingly disillusioned. The frame narrative opens in 1957, with all of this part events gradually begin revealed through the contents of the notebooks.

The black notebook focuses on Anna experience with the reception and adaptation of her novel. The notebook focuses on her experience with Communism, while the yellow notebook contains a narrative called "The Shadow of a Third", which seems to be a thinly fictionalized account with Michael. The blue notebook resembles a journal, in which Anna records memories and reflections. In 1957, Anna is trying to help Molly and Richard with their adolescent son, Tommy. Unfortunately, Tommy attempts to commit suicide and is left blind as a result. The suicide attempt and Tommy's subsequent strange behavior prompt Anna to reflect on her life and her purpose in writing. She is feeling anxious about writing a second novel, but she is unsure of how to proceed. By the time Tommy recovers, Anna's own mental health is becoming increasingly disturbed. After her daughter goes to boarding school and Anna is left alone, she becomes involved in a destructive affair with an American screenwriter. This relationship pushes Anna to the brink of mental breakdown, but this result in her eventually being able to begin her second novel. The scene in which she writes the first line in that novel reveals that the frame narrative itself is a larger piece of fiction, written by Anna herself.

Anna eventually decides that she needs to find work, and the novel ends with her telling Molly about her plans to work as a marriage counselor and teacher. By this point, Molly is planning to remarry. The novel ends with the two women calmly going about their everyday lives.

The Golden Notebook is a study in non-linearity as well as an important theme reflecting fragmentation of self and society. It explores, among other themes, mental illness, individualism and alienation, relativity of truth, dreams and psychoanalysis, feminism as well as language failure as a means of communication. It also presents a review of communism and the Communist Party in England touching on the demise of political idealism. Finally, it

conveys fear of the threat of nuclear conflagration. The themes, styles and genres incorporated in this novel make it a mixture of modernism and post modernism.

The novel begins with an episode from *Free Women* followed by excerpts from Anna's black, red, yellow, and blue notebooks, in that order. This pattern is repeated four times. After the fourth time, there is a section from the gold-colored notebook followed by a fifth and final section from *Free Women*. This structure creates non-chronological, overlapping sections that interact with rather than follow one another. As a forerunner of postmodernism, with its space for "play" due to absence of linearity and different incorporated genres such as diary, autobiographical elements, novel within novel and pastiche of newspaper clippings, this novel shows that Lessing has been influenced by Bakhtin's concept of the "Chronotype" and his view of the novel as a baggy monster.

At the beginning of the novel, Anna's identity is completely fragmented: she cannot integrate her four separate notebooks into a single story, and she feels that society has split up into groups that no longer understand one another and have resorted to a "blind grasping out for their own wholeness." Lessing touches on communism in England through Anna's red notebook. It is a narrative in first-person that shows Anna's disillusionment with the British Communist Party. She remembers discussions where intelligent members of the party would admit among themselves that some of the doctrines of communism are ridiculous & would defeat their own ends. However, they would still adhere to them out of loyalty. After a while, the narrative is abandoned in favor of clippings on global violence, especially that linked to the Soviet American cold war reflecting the end of "idealistic politics" era. The red book ends with an account of Anna's friend and fellow ex-Communist Harry Mathews, in his settling into marriage, paternity, school teaching reflecting the futility of it all.

The world of *The Golden Notebook* is a female world but its feminism gains no sense of closeness or blindness. On the contrary, it is boldly revealing the inner world of the contemporary female intellectuals. Through the complicated relationships between the heroine Anna and her lovers, it further reveals the predicament people faced in with the modern society thus drawing our attention to the seriously imbalanced relationship between men and women.

Actually, what Anna desires is not that excessive. She didn't ask for marriage. What she wants is only a kind of steadiness and true love. However, before Anna's sincerity, Michael flinched. He's afraid of bondages, responsibilities and the loss of his freedom. The

crux of the relationship between Anna and Michael is not individual but social. The cruelty of war makes people faithless and the establishment of Socialism enables people to observe problems existed in the capitalistic society with a keen insight. The feminist movement makes these relationships all the more complicated and controversial. Actually, it is a faithful portrayal of the psychological crisis in the western world in 1950s. Under such conditions, there could only be opposition and animosity between men and women, without a common basis for people to get along harmoniously.

Anna's problem, her writing block, leads her obviously enough to a psychoanalyst of this interesting woman doctor, whom Anna and Molly call Mother Sugar, Mrs. Lessing draws a fascinating portrait. The sessions with her expose both private and public neuroses. In other words, Doris Lessing "grasps the connection between Anna Wulf's neuroses and the public disorders of the day" (376). The world has changed so much. Now it is a world with nations, systems, economic blocks, hardening and consolidating; a world where it would become increasingly ludicrous even to talk about freedom, or the individual conscience. Shut in, besieged, surrounded by madness, frustration, sickness, inadequate, furtive sex, gated with hyena-like journalists howling outside, with nuclear bombs in production, with marches and countermarches, with threats always looming – under such a chaotic environment.

In order to remain self-integrity, an individual person has no choice but be more and more alienated and isolated from this turmoil day after day, thus forming a common psychological crisis in today's western world. In Anna's personal experience, one responds to felt limitation by fragmentation. Women have long been accustomed to divide their lives into compartments; Anna's mode of keeping things separate, isolating parts of her experience in individual notebooks, although more complicated, literary, and self-aware than that of most women, has the same meaning. She replies to the threat of chaos, which makes freedom meaningless, by creating limited orders, necessary, but necessarily false; recognizing their falsity, she sees herself therefore as an enemy of possibility. But communicating in this way, Anna is paradoxically exercising the very quality mentioned above as impossible in our world, the freedom of the individual – the freedom to fight, to "push boulders", to write for others, to work responsibly to improve the world, to try to eliminate personal and social chaos, to see oneself as one really is.

The world moves toward its destruction, the political and social scene reflecting the unsureness of individuals: in a sense this is the novel's subject. But it does not feel important

either, except as a weighty demonstration of the urgency of the heroine's efforts toward self-discovery. Only this exploration of her own inner life matters. So, in *The Golden Notebook*, for Ella, Anna's alter ego, this sense of isolation continues beyond the vicarious act of writing out, as a form of therapy, her emotions and sense of isolation. Again, and again, she finds nothing to write but patterns of defeat, death, irony. She refuses these; she fails to force patterns of happiness of simple life; but she finally finds it possible to accept the pattern of self-knowledge which means unhappiness or at least a dryness, and by searching in this negative pattern, she can, she hopes, twist a positive pattern into shape. And by conceiving of a man and a woman, "both at the end of their tether", "both cracking up because of a deliberate attempt to transcend their own limits" (275), a "new kind of strength" is found.

The self-knowledge which seems to be at the heart of Mrs. Lessing's theme in *The Golden Notebook* is clearly, then necessary for mental equilibrium and emotional stability, and is, at least in the case of Anna Wulf, capable of being gained through a psychological and mental descent into hell. Through writing, public writing, such as a novel, not private writing, such as the notebook Anna is able to relate meaningfully again to the world and to those she knows. Although others can be committed to other causes, writers as Anna must, in Lessing's words, recreate "warmth and humanity and love of people" in their writing. Knowing was an "illumination". The re-affirmation in new and original terms of existing values, or, where old traditions have decayed, a passionate search for new ones, is surely one of the major tasks of the artists.

Therefore, the notebooks contain the seed of possibility, for they record not only fact but its imaginative reshaping. Anna's diaries, written in these different colored notebooks, each corresponds to a different part of herself. The black notebook – about Africa, about her writing, about her finances – offers the truth of feeling, dominated by what Anna comes to consider her "lying nostalgia" for the past. The truth of social perspective shapes the red notebook, about Anna's relation to the Communist Party; the yellow one, for fiction, offers the truth of the imagination; the blue, a conventional journal, provides the truth of detail. Here, language is for Anna the only conceivable means to freedom. Her experience produces dead ends, defeats touching nothing but hopelessness; yet writing about experience can redeem it. It is through this disintegration that Anna is able to discover a new "wholeness" which she writes about in the final notebook – the golden notebook! The fact that Anna as a free woman finally choose the way for her self-salvation should not be taken for a kind of

attachment to the male gender thus drawing the conclusion that the feminist movement has suffered a thorough failure. In fact, it is Anna's effort to search for a new "wholeness" or a perfect personality after experiencing the disintegration.

At the end of this novel, in one chapter of *The Golden Notebook*, Anna hears such a new strong voice:

But my dear Anna, we are not the failures we think we are. We spend our lives fighting to get people very slightly less stupid than we are to accept truths that the great men have always known. All our lives, you and I, we will use all our energies, all our talents, into pushing that boulder another inch up the mountain. (413)

Here, the author borrows idea from the legend, adopting an optimistic conception to observe what cost her and the whole human society for their progress and advancement. May be in the eyes of those utilitarianisms, this quest can do nothing to improve people's living conditions, not to mention opening a road for women's liberation, but it isn't difficult to figure out a kind of noble spirit which is deep rooted in the western intellectuals. Though, the quests on all the aspects of life turn out to be futile, people still remain hope for the future. It is right this spirit that Lessing has entrusted to Anna and all the explorers for the human society.

Doris Lessing's *The Golden Notebook* is a radical work, whose character nonetheless derives from and is encompassed by literary tradition. Doris Lessing set out to write a novel that was neither morally deformed by the politics and mores of its own reality nor was forced to process the deformity through modernist techniques. But if *The Golden Notebook* is a consciously traditional text, its forebears are Tolstoy and Stendhal and Chekhov, not Jane Austen or George Eliot. The evasiveness of the English novel has nothing in common with Lessing's personal and political realism at all. Of the English novelists, only DH Lawrence can be found – though found strongly – in the make-up of *The Golden Notebook*, and something of the loathing and rejection Lawrence inspired was to be Lessing's, too.

The Golden Notebook's radicalism lies not in the author's intention to break with or rebel against past forms, but to take breakage itself – or "breakdown", her preferred word – as her subject. That subject is made concrete in the person of a writer, Anna Wulf, who cannot

write. In creating Anna, Lessing created also a distinction of which the book itself fell foul when it came out in 1962. In this novel the artist is not potent but bankrupt. Anna can't write because, as she admits, what she writes isn't true. "The parochialism of our culture is intense," Lessing wrote in her 1971 preface to the novel, in which she confesses that although she believed she had a balanced and indeed humble view of the value of literary criticism, over the hostile reception to *The Golden Notebook* she "lost it". "There is no doubt that to attempt a novel of ideas is to give oneself a handicap" (78). The narrative's remarkable construction, through which its ambitions "to talk through the way it was shaped" are so brilliantly realized, was – when it first emerged – subjected to precisely the reductive reading against which it militates. If *The Golden Notebook* has one unmistakable theme, it is the danger of uncoupling the personal from the universal, of seeing the subjective as inimical to – even undermining of – objectivity. The novel's extraordinary achievement lies in its demonstration of subjectivity as elemental, as a life force whose containment, as Anna Wulf has discovered, causes human identity to collapse. "Nothing is personal, in the sense that it is uniquely one's own. Writing about oneself, one is writing about others" (305). Early critics and readers of *The Golden Notebook* did not see things this way at all. They saw a book by a woman about a woman, and in "personalizing" the novel enforced the very limitation against which it warns. Even though the failure of Marxism is one of *The Golden Notebook's* great subjects, Lessing admits that the intelligent early readings of the text came largely from Marxist critics, who were able to "look at things as a whole and in relation to each other".

"Golden Notes" frame novel "Free Women" is a traditional realist work in terms of narrative style, but "free women" is divided into five parts by four different colors of notes, and realist works are in her hands. It is fragmented, fragmented narrative structure, and more fragmented narrative time with postmodern features. The time of the whole novel extends in a non-linear way. The author shattered and completely mixed life between Anna 1940 and 1957, bringing readers into Anna's life scenes to learn about Anna. The story evolved in Anna's short life segment. The stories of the four small sections of the four notes are completely inconsistent, have no logic, and are not controlled. In the fragmentation of time, Anna describes her experience in Africa, the crisis of faith, the emotional life, the role of mother, self-deconstruction and self-deconstruction. The novel liberates from the traditional narrative development and replaces space time with psychological time, breaking the time and space. The boundaries of the novel, the frequency of the narrative is repetitive, such as Anna's past in the past – the description of the black notes and the blue notes – all in the

dreams of Anna; the emotional life of Anna—Anna and Michael in the blue notes, Anna and Michael in the yellow notes, the story of Ella and his lover is reconstructed to re-deconstruct the inner heart. Through the fragmented time narrative, the author highlights the most important moments in Anna's life, which makes the reader feel confused.

In traditional novels, writers usually focus on the development of the plot and the end of the closed style. Postmodern art is in the eyes of Lyotard “rejecting the graceful form of comfort and the unanimity of the taste—this kind of unanimity will make the public share the memory that can't be obtained. It seeks a new form of performance, the purpose is not to obtain a sense of pleasure, but to produce a more intense sense of impossibility. “Golden Notes” is a form of fragmentary form, multiplicity of narrative It can't be expressed. It can be called a literary masterpiece that conveys the golden truth to the reader through a seemingly complicated, disorderly, multi-personal form layout. The post-modernist writers are logical, closed, and Coherence and so on are very resentful. As the original uncertainty is based on the uncertainty of the plot, Golden Notes has become one of the outstanding novels of post-modernism in the UK.

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MAHESH DATTANI'S TARA AS A SOCIO – PSYCHOLOGICAL STUDY

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ABSTRACT

Mahesh Dattani's works deals with contemporary issues of the Indian society. He bodily expresses the exploitation of Indian women in his work as it is very much visible as the privileges are consciously or unconsciously propounded to the son in the Indian families. In Tara he has presented the usual reality of the woman playing second role to man. In the whole play, Dattani spreads the bitter truth of child abuse that prevails in the Indian society. Tara is narrated by Chandan, the male half of Siamese twin born in a Gujarati family. The unequal treatment or perceptions given to the individuals wholly or partly due to their gender prevails throughout the play.

Keywords: voice of the voiceless, penitence, precepts of socio- psychological.

Mahesh Dattani is one of the very famous Indian playwrights in English who indicates the oppressive nature of patriarchy and the one who highlights issues of gender and violence. Most of his plays deal with contemporary issues. As Dattani says "I am certain that my plays are a true reflection of my time, place and socioeconomic background" (Dattani,2000).His plays are controversial yet, are the classic concerns of world drama. His plays have a universal appeal. They could be staged anywhere on earth and they would draw full attention of the crowd. He creates his subject in such a way that it is both topical as well as appealing. His plays speak across linguistic and cultural barriers. He makes an abundant use of Indian mythology, rituals, traditions and contemporary problems that arise amidst themes like love, happiness, sexual fulfillment and problems of identity.

In all genres of English, drama always holds a special position down the history. The term Drama comes from a Greek word meaning 'action'. Drama is the specific mode of fiction represented in performance. It is a representational art, a visible and audible narrative presenting virtual, fictional characters within a virtual, fictional universe.

The word 'play' or 'game' was the standard term used to describe drama

until William Shakespeare's time. Just as its creator was a 'play-maker' rather than a 'dramatist' and the building was a 'play-house' rather than a 'theatre'. The use of the term 'drama' in a more narrow sense designates a specific type of play dates from the modern era. There are different kinds of drama like Tragic Drama and ComicDrama.

The enactment of drama in theatre, performed by actors on a stage before an audience, presupposes collaborative modes of production and a collective form of reception. The structure of dramatic texts, unlike other forms of literature, is directly influenced by this collaborative production and collective reception. It is a very influential and powerful medium in English literature because of its audiovisual medium of expression. Drama is a composite art in which the written word of the playwright attains complete artistic realization only when it becomes the spoken word of the actor on the stage and through that medium reacts on the mind of that audience. A play is an order to communicate fully and become a living dramatic experience that needs a real theatre and a live audience.

Drama is a manifestation of religious instinct of human beings in most of the countries of the world. In India or Egypt, China or Britain, it is deeply rooted in religious instinct of the people. In India dramas were enacted in the temples. It was a kind of religious activity or offering to God on various occasions, events and celebrations. It had been one of the finest expressions of Indian culture for ages. They were based mainly on religious scriptures, myths, legends etc. They followed the general structure of Drama; 'Virtue rewarded and vice punished' which enabled them to inculcate ethics and values in the audience. The birth of Indian drama dates back to Pre-Christian era.

The origin of Indian drama is found in the Vedic period. The great sage and the architect of Indian drama *Bharat Muni* appeared approximately in the seventh century A.D. The journey of the Indian Drama begins from the Sanskrit plays. Indian tradition is preserved in *Natyashastra*, the oldest of the texts of the theory of drama. *Natyashastra* is a Sanskrit Hindu text of performing art.

In short, Indian literature continues to grow and flourish and this despite all the misguided and prejudiced and politically motivated campaign against English as a

foreign language, which comes in the way of its growth. More Indians are writing in English than ever before, and the Indian writer is enjoying a much wider market.

Thus contemporary drama has, indeed, a bright future. Very recently Indian English drama has shot into prominence. Younger writers like Mahesh Dattani and Manjula Padmanabhan have infused new life into this branch of writing. Incidentally, both Dattani and Padmanabhan do not write on the traditional subjects. Dattani writes about mean, ugly, unhappy things of life.

Mahesh Dattani, one of the exponents of modern Indian drama, is a renowned playwright and an active theatre practitioner. He is responsible for successfully launching the Indian theatre in English. He has carved a niche for himself not only in India but also in the West with his British production of *Bravely Fought the Queen* under the aegis of Michael Walling's *Border Crossings*. Dattani's genius comes from the fact that he is versatile as an artist. This is the reason that he is India's first playwright writing in English to be awarded the Sahitya Akademi Award. The Sahitya Akademi Award citation says: [Dattani's work] probes tangled attitudes in contemporary India towards communal differences, consumerism and gender...a brilliant contribution to India drama in English. (Dattani)

Mahesh Dattani was born on August 7, 1958 in Bangalore. He is an Indian director, actor, playwright, and writer. He went to Baldwin Boys High School and then went on to join St. Joseph's College, Bangalore. He graduated in History, Economics, and Political science. He has post graduate degrees in Marketing and Advertising Management. Later, Dattani became interested in writing. He was also influenced by Gujarati playwright Madhu Rye's *Kumarni Agashi* and developed an interest in playwriting.

Mahesh Dattani began his career as a copywriter in an advertising firm. In 1986, he wrote his first full-length play, *Where There's a Will*. Since 1995, he has been working as a full-time theatre professional. He has also worked with his father in the family business. He is also a film director. Dattani's theatre group "Playpen" was formed in 1984 and he has directed several plays. As an author of more than 15 plays, he made his directorial debut with *Mango Souffle*. He also wrote and directed

the movie *Morning Raaga, Dance Like a Man, and EkAlagMausam*.

Mahesh Dattani's works are as follows: *30days inSeptember*, *Dance Like a Man, Tara, Bravely Fought the Queen, On a Muggy Night in Mumbai, Seven Circles Round The Fire, The Murder That Never Was, Brief Candle, Where Did I Leave My Purda, The Big Fat City, Where There is a Will, Final Solutions and Dance Like a Man (1989)*

Dattani as a playwright breaks the unity of place, time and action in the very beginning of the play to give voice to the unvoiced section of the society. It is a medium to reflect the mean, ugly and unhappy aspects of life. He has ignored the unities by the help of lighting along with the music effects to emphasise the action wherever he wants, at any level without any break for change of scene. It is the use of light and music, which gives the play the feeling of unity of action. Music is so well used that it creates and enhances the mood of characters. There is Fade music for past and flash backs and different music when Tara is hurt or when there is fight between Bharti and her husband or when the secret is revealed. Dattani very successfully uses all the resources of theatre to explore the typical Indian mind set which has from time immemorial preferred a boy child to a girl child.

Tara opens in London with Chandan, who is a playwright, recollecting his past, particularly, the childhood days he had spent happily with his sister, Tara. It is an investigation into the cause-and-effect pattern in the relationship between Tara and Chandan. Dan writes Tara's story to rediscover the neglected half of him, as a means of becoming 'whole'. Dan says: "I have my memories... But now I want them to come back. To masticate my memories in Mind and spit out the result to the world in anger". (CP 323)

Tara raises questions to the society that treats the children of the same womb in two different ways. It deals with the theme of gender discrimination and reveals a tremendous artistic amalgamation of Indian and Western cultures and concerns. It is a sensitive play which shows the favouritism towards the male child in the upper middle class educated society.

The play centres on the emotional separation of the Siamese twins, Chandan and Tara Patel, who are born with three legs. The probability of the third leg's survival is

greater with Tara as it is supplied by Tara's blood system. But their physical separation was manipulated by their father Mr. Patel, mother Bharati and doctor who decide to fix the third leg on to the male baby's body to favour the boy Chandan over the girl Tara. The decision was influenced by the maternal grandfather of children, a politician, who favours to make male child physically fit and complete. It is our cultural heritage that boy is always superior to girl.

In *Tara*, the deformity of the woman is caused by the man, and caused in order to complete the man. This is the reason why Tara approaches her end more quickly, and it is not owing to her inferiority. Her state also symbolizes the predicament of girls in Indian families who are made to forsake their chances of getting educated as the edification of the boys become a priority. The death of Tara has a more powerful impact than her existence.

Dattani establishes that mother and daughter relationship is ultimately subordinated to the directives of patriarchy. Bharati's love for Tara is pure and unceasing, but her maternal love is marginalized as a woman and her subalternity compels her to sacrifice her maternal love to cope up with social expectations. The patriarchal code pushes mother-daughter relationship on the periphery. It makes obvious that women's lives are organized and manipulated by patriarchy in all ages, all culture and all countries by establishing values, roles, gender perception and prescribe unequal means to achieve the 'wholeness' for women. Thus *Tara* has given voice to the unvoiced section of the Indian society.

As the play progresses, another interesting character Roopa, gets introduced. Roopa speaks Gujarati words frequently. She is an impertinent and extremely talkative neighbor of the Patel's. She teases Chandan, but he could not protect himself from her. But Tara teaches her a lesson indirectly. She has many hidden facts she knows for the time-being. When Tara thinks that Roopa many humiliate her, she says indirectly: "So how does it feel having one tit smaller than the other?"(CP p-335) At that statement Roopa is stunned and comes under very sarcastic situation. She criticizes Tara's mother and leaves the place forever. She comments on how dissimilar the twins look:

ROOPA: Funny, you don't resemble each other.

CHANDAN: Not all to twins are pea's pods... Two peas in a pod that's

something we aren't (336-337)

This description makes Roopa burst into laughter, much to the surprise of the twins. Roopa tells them that the imagery of two 'peas in a pod' is extremely hilarious. Bharati's unnecessarily bullies Roopa into developing a friendship with Tara and even tries to bribe her into spending more time with Tara is disgusting and demeaning. The interesting conversation between Bharati and her neighbor Roopa shows that Bharati is just ready to do anything for the sake of her unlucky child Tara's happiness. Mrs. Patel tells Roopa "you can watch whatever you want just be my Tara's friend".(CP p-336)

The decision taken by Mrs. Patel leaves Tara crippled for the rest of her life and her guilt gets revealed repeatedly throughout the play. She tries to compensate for this unfortunate decision (about their daughter) through her excessive concern for her. Her sense of regret is so deep that she agrees to donate her kidney to her daughter so that she may survive for a few more years. While conversing with her son, she tells him: "I plan to give her happiness. I mean to give her all the love and affection which I can live. It's what she... deserves. Love can make up for a lot". (CP p-349).

Bharati's excessive love for Tara results from her past guilt. She feels the pangs of her past guilt. She, allied with her father, did great injustice to Tara. Now she wants to give more and more love and comforts to Tara. It is because of this that she wants to give her own kidney to Tara when there is another donator available.

She wants to give a part of herself and craves satisfaction out of this. She shows her concern to the extent that she and only she love Tara. Nobody else! But Patel disapproves her idea of giving her kidney to Tara. So, she pretends that it will involve expenses. Mr. Patel disapproves her view saying that her father's wealth has always been her strength against him.

Bharati: (pleadingly) Why won't you let me do it?

Patel: (controlling) Need I tell you? Because I do not want you to have the satisfaction of doing it.

Bharati: I will do it!

Patel: You will have to obey me. It's my turn now. Bharati: I want to give her a part of me! (CP p-344)

Bharati tries to assert her moral superiority over her husband. She struggles hard to carve out her space in the family. Her final decision of giving her kidney to Tara may be seen as an act of expiation. She says that her deceased father is responsible for the inhuman act of denying the third leg to Tara. After her father's death, Bharati's condition grows worse.

She tries to make up through taking excessive care and immense exposure of her love for Tara and great concern for her future. This is also the result of her past grave blunder. She is quite conscious of her past wrong deed and feels full pressure of her guilt. Her efforts to compensate loss, caused to Tara by her, causes conflict with her husband and this ultimately leads her to the mental breakdown. Thus, Bharati keeps striving to construct her maternal love until she undergoes mental breakdown. As a result, she gets hospitalized. Tara wants to see her personally, but her father doesn't allow her to do so. Hence, she begins to hate him thinking Bharati wants to tell her something concerning her father.

Mr. Patel's conversation with his children brings out the playwright's purpose:

A scan showed that a major part of the blood supply to the third leg was provided by the girl... The chances were slightly better that the leg would survive on the girl. Your grand-father and your mother had private meeting with Dr. Thakkar. I wasn't asked to come. I couldn't believe what she told me-that they would risk giving both legs to the boy. The doctor had agreed... It was later I came to know of his intention of stating a large nursing home-the largest in Bangalore. He had acquired three acres of prime land-in the heart of the city from the state.

A wonderful fact to reflect upon, that every human creature is constituted to be that profound secret and mystery to every other

- Charles Dickens

The **Socio-Psychological Theory** asserts that individual and society are interlinked. This means, an individual strives to meet the needs of the society and the

society helps him to attain his goals. Through this interaction, the personality of an individual is determined.

The Socio-Psychological theory is the contribution of Adler, Horney, Forman and Sullivan. This theory is also called as Neo-Freudian Theory because it differs from the Freud's psychoanalytic theory.

According to this theory, the social variables and not the biological instincts, are the important determinants in shaping the individual's personality. Here, the motivation is conscious, i.e. an individual knows what are his needs and wants and what kind of behaviour is required to meet these needs. Thus, the theorists believe that socio-psychological factors, i.e. the combination of both the social (family, society, wealth, religion) and the psychological factors (feelings, thoughts, beliefs) play an important role in shaping the personality of an individual. It is the society from where the individual inculcates the cultural values and the social norms, which helps him in shaping his personality and influences his behaviour according to the external situations.

The Patel family is well off but all the members of the family undergo either physical or psychological trauma. The situation of the family shows that no member of this family though talented has higher status in the social environment. They are rich, they have all the comforts and they afford every expensive medical treatment. All these features of their lifestyles do not make them great individuals but they are rather representative of the commoners, men in the street and women at home type people. They are the ordinary, lovely, and downtrodden persons. They do not belong to the upper crust of the social strata; they do not form the creamy layer of the social environment. They are the subalterns existing the life at lower level.

But the physical and psychological sufferings of the family represent the ailments of all those who are discriminated against on account of gender bias. They emphatically bring out the fact that every individual has the female self but this inner female self too is treated unfairly. The articulation of pains, sorrows and sufferings and pangs of the subalterns finds its echoes in Mahesh Dattani's play *Tara*.

As a result of Socio- psychological pressure on the characters there is a sense of guilt which has eroded Bharati's confidence and she suffers from the bonds of frequent breakdown. Her husband suffers on account of his status in the family in which her wife

does whatsoever she wants leaving no space for her husband. The twins suffer from both physically and psychologically. Nobody contacts them, nobody visits them, and nobody comforts them. The twins are ridiculed, jeered at, taunted and humiliated quite often. They are socially cutoff. They are excluded because they are the freaks of the freaks. Mr. and Mrs. Patel destined themselves to be in sorrow and misery and they are left only with guilt. The parents ruined the lives of their children; they failed miserably as the family is broken beyond repair.

The psychic scars as noticed in the minds of the four major characters of the play *Tara* claim to have discrimination between the male and the female genders is simply a tall and hollow claim which is baseless. It is a prejudice totally opposed to what is stated in the claim. The woman is pushed to the subordinate position and she is so much marginalised and oppressed by the social forces that her psyche is scarred, wounded, scorched and burnt.

Bharati's mind-set is the focus of the dramatic action of this play. Bharati cannot oppose the social forces, she cannot give up the customary prejudices that discriminate against the girl child. The patriarchal society made her an enemy of her own female child. She becomes a victim of the social customs and traditional gender prejudices. Bharati tries to compensate her guilt with overprotective conduct and towards and excessive showering of her on Tara but this is more or less the cover-up, pretence. Bharati, the mother is presented to be very much worried and anxious about her daughter Tara's health later. She is then protective of her daughter. She wants Tara to have friends. She wants to donate her kidney to Tara but she is forbidden to do so by her husband, Mr. Patel. Bharati was trying to be even protective of her daughter Tara but that was too late. The irony of the situation is that the same woman, Bharati is the main cause for Tara's bad health. This has left a scar on Bharati's psyche.

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MARILYNNE ROBINSON'S *GILEAD*: A NARRATIVE OF CONSCIENTIOUS SELF-SCRUTINY

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ABSTRACT:

This paper entitled Marilynne Robinson's *Gilead: A Narrative of Conscientious Self-scrutiny* discusses how the protagonist consciously analyses his luminous self with its characteristic sensibility, spiritual wonder, moral wisdom and understanding of god. It also captures the need for cherishing the values of forgiveness and grace like the protagonist Reverend John Ames in a world which is torn by sin and hatred. At first it gives an account of American Literature, the biography of Marilynne Robinson, her unique contribution to Literature, and short synopsis of the novel *Gilead*. *Spiritual Gravitass* studies the protagonist as a remarkable character with his softness of spirit, his resignation and his spiritual dignity in accepting suffering as God's plan, large heartedness and wisdom. *Doctrine of Predestination and Grace* discusses how the protagonist believes in saving and empowering power of God's grace in defining human relations and understanding of value of humanity and the loveliness of the world. *Validity of values* concentrates on the combination of faith, family and education as three protected values placing an emphasis on the significance of everyday Christian life.

KEYWORDS: Christian sensibility, spiritual wonder, moral wisdom, understanding of god, values of forgiveness and grace, spiritual dignity, predestination, value of humanity and validity of values.

Marilynne Robinson's *Gilead*: A Narrative of Conscientious Self-scrutiny

Marilynne Robinson, is a 74 year old Pulitzer prize winning novelist and an acclaimed essayist. Her fiction and nonfiction alike have found a home in the hearts of Americans especially the former American President Barack Obama as well as in the best seller lists. She is a humanist, a Congregationalist, an artist and a student of history. Her confidence, views and eloquence get reflection in

her writings and they in turn have helped her readers evolve themselves as thoughtful people. Robinson's fiction is as rooted in theology as her nonfiction. She is disappointed by the current state of Christianity in America. Robinson sees her politics as an extension of her faith. Robinson perceives that Christianity is unfashionable in certain circles. Her books offer a different impression of the faith that has played such a large role in her life. She loves and respects the American country. She is a great American novelist and an essayist.

American literature is a literature written or produced in the United States of America and its preceding colonies. Before the founding of the United States, the British colonies on the eastern coast of the present-day United States were heavily influenced by English literature. The American literary tradition has certain tradition of English literature. Robinson is a Christian whose faith is not easily reduced to generalities. Calvin's thought has had a strong influence on her, and she depicts him in her essays as a misunderstood humanist, likening his "secularizing tendencies" to the "celebrations of the human one finds in Emerson and Whitman." Her novels could also be described as celebrations of the human characters that are indelible creations.

Robinson leads a relatively solitary life. She is divorced, and her two sons are grown with families of their own. Her intellectual and creative ambitions leave little time for socializing. Marilynne Robinson, an unapologetic Calvinist, committed humanist, brilliant writer is undoubtedly one of the most important contemporary American authors. Robinson has written four highly acclaimed novels: *Housekeeping* (1980), *Gilead* (2004), *Home* (2008), and *Lila* (2014). *Housekeeping* was a finalist for the 1982 Pulitzer Prize for Fiction, *Gilead* was awarded the 2005 Pulitzer, and *Home* and *Lila* are companions to *Gilead* and focus on the Boughton and Ames families during the same time period.

Robinson was raised as a Presbyterian and later became a Congregationalist, worshipping and sometimes preaching at the Congregationalist United Church of Christ in Iowa city. Her Congregationalist and her interest in the ideas of John Calvin have been important in many of her

novels, including *Gilead*, which centres on the life of theological concerns of a fictional Congregationalist minister. In an interview with the *Church Times* in 2012, Robinson said: “I think, if people actually read Calvin, rather than read Max Weber, he would be debranded. He is a very respectable thinker”(56).

Gilead is told in the voice of John Ames, an old Protestant minister, recently diagnosed with a fatal heart condition. In letters addressed to his youngson, Ames provides a family history but mostly attempts to disclose his wayof thinking and acting to someone who will not have a chance to know himas an adult. In the course of his narrative, the minister often characterizesdiscrete events in his life as blessings. Even though the term seems transparent,signaling an unadulterated good entering into an individual’s life,in Robinson’s text, thenature of that good begets unending reading. The confrontation with mystery begins with this very notion of blessing.

The project explores the way in which the Protagonist Reverend John Ames, a disciplined person of personal integrity presents an authentic picture of his own self through a letter to his son. It also analyses how the letter becomes a prayer of self scrutiny, a time capsule of fatherly wisdom, a plain spoken treatise on the difficulty of virtue within the most sincere moral consciousness. The chapters deal with the spiritual dignity with which the protagonist practises the doctrine of predestination and grace and follows the Christian values throughout his life however hard the circumstancesmay be. Through his forgiveness Ames reiterates the life-giving power of God’s grace in healing and restoring human soul.

The novel *Gilead* is preoccupied with religious epistemology. Protagonist John Ames, an aging and ill Congregationalist preacher in 1950s small town Iowa, maintains his Christian belief in spite of his father, brother, and godson all rejecting the faith. His epistemology grounds faith in religious experience. Ames has a way of seeing the world as obviously alight with the grace and glory of God.In this first section of the novel Ames’s character begins to unfold. He is the son and grandson of a preacher, and has his own Congregationalist church. He has a young wife and son but he is currently

dying of heart troubles although he has a bit of trouble coming to terms with that since he generally feels okay in the beginning. However, he is acutely aware of the passage of time and its effects on himself and his friend Boughton, whose obvious worsening health strikes him.

His own imminent death does not seem to anger him; in fact, Ames is a remarkable character in his softness of spirit, in his resignation and acceptance, in his gravitas and wisdom. Even when he talks of the terrible things that have happened to him, such as the death of his first wife and child and the subsequent dark years of his life, he maintains equanimity of temperament and the ability to delight in the pleasures of the world. Throughout the novel Ames grapples with the “anticipated loss” through his focus and his powers of perception. He may feel a degree of comfort that he will have an afterlife, but this heightens his sense of an anticipated absence because it will be as if he is looking on from beyond the grave. Ames turns his attention to the immediate, to the temporal, to the physical.

Ames’s advanced age means that he is now an observer rather than an active participant in life. Death has bracketed his life and it is impossible for him not to be conscious as well as self-conscious about everything that happens to him and around him. He feels that he is vanishing from the world, or at least only occupying it “contingently.” He feels as if his relationship with time and space is “unravelling” and he is being dispossessed. This is seen when he admires the young family created by his wife, son, and Jack. It is also seen when Lila tells their son that he cannot hear them.

This theology together with the idea of ‘the image of God, debated over throughout the history of Christianity, become reasons for Ames to love his Prodigal Son, and to come to the understanding that because God has created man in his image, to love his creation is to love him. Robinson’s novel, so rooted in the living experience of human beings, asserts that compassion, understanding, and love are what she offers to her fellow creatures in order to alleviate the suffering that is a concomitant of this mortal existence.. It discusses the prevalent Christian themes, and the ways Robinson presents the saving and life-giving power of God’s grace in healing and restoring human

soul. The Protestant Robinson's sensibility regarding these religious themes seems very similar to that of the Catholic Bernanos. Indeed, the American writer seems to be considerably influenced by her French predecessor. Robinson explores themes such as forgiveness, love, peace, faith, and grace.

Predestination is, in a way, the secret heart of *Gilead*. The tensest moments in *Gilead* occur during a conversation on the subject between all the novel's major characters Old Boughton, Ames, Lila, Jack, and Glory, though Glory is present only to state her disapproval of the topic. Jack instigates it, and gets the sense that he is asking Ames with discomforting seriousness if he might not be one of those to whom God has not chosen to extend grace.

Robinson's career is incandescent with Christian sensibility, spiritual wonder, moral wisdom, and understanding of God. Robinson's *Gilead* chronicles the life of an aging Congregationalist minister, John Ames, who is dying of heart disease. After a long life of ministry in a family to which preaching has been a second nature, he spends his last days writing a long letter to his son, intending to show him the ways to live a good life. There had been, in Ames's life, much loneliness, and much sorrow, over watching other men with a family of their own and longing for one of his own. Late in life he has been 'graced' with a family of his own, whom he loves and does not want to lose out to death. Moreover, Ames struggles over an older and deeper conflict within his conscience. Though a Congregationalist minister, he can hardly bring himself to forgive his prodigal godson, for disgracing his name and the family of his friend, Robert Boughton, a Presbyterian minister.

Later, the novel starts to record Ames's reaction to Jack's return after twenty years. Regarding his late marriage as an unexpected joy, Ames wants to save his wife and son from the potential harm of Jack Boughton, one whose childhood was spent escaping from school, and lifting small items of special importance to Ames such as his Greek Old Testament, Ames's reading glasses, and a little photograph. Other harmful things were done, but Ames's virtue prevented him from blaming Jack even in privacy of his thought. Stealing was not the only transgression, though.

Earlier in his letter, Ames discloses a “pure meanness” as it seems to him of Jack’s behaviour. Still in college, Jack gets involved with a too young girl of a very desolate family, and the involvement produces a child, but young Boughton never made any provision for the child and his mother and left them. After three years the baby dies of infection. All these brings great dishonour to Boughton’s and Ames’s name. Nevertheless, as a priest and someone highly aware of the value of humanity, God’s gift of grace and difficulty of exchanging this gift, and of the beauty of forgiveness, Ames raises exceeding expectations of his mercy and virtue.

Robinson dramatizes how Ames by means of praying, pondering on biblical teachings, and following Christian ethics that involves conforming to Christ’s humility, hope, and love comes to forgive and even to love his godson. Robinson and Ames believe that, they are not only saved by Christ but also by faith in him which is not their own but bestowed upon by the grace of God; for faith in Christ leads to imitation of Christ. This imitation is realized in the pattern of honouring others, serving others, and praying for them so that the weaker ones, like Jack, can be honoured and loved. This theology together with the idea of ‘the image of God,’ debated over throughout the history of Christianity, become reasons for Ames to love his Prodigal Son, and to come to the understanding that because God has created man in his image, to love his creation is to love him.

In Robinson’s *Gilead*, there are three major protected values: faith, family and education. It is important to realize that despite the fact that their validity and significance are never questioned or doubted, they are not depicted here as unproblematic. These values are central to the novel’s main conflicts and their relevance is examined in the specific life events which Ames and other characters go through.

In *Gilead*, the fullness of religious experience is expressed by seeing the world as the Divine Creation in which everyone and everything forms a part of God’s plan and is infused with a miraculous and mysterious nature. Thus, a deep faith in God guides Ames’s everyday life. His existence becomes a constant prayer and perpetual dialogue with God. It is interesting to observe

how Ames articulates his understanding of the mysteries of life and death and which language he uses to express them.

When rational discourse fails, man seeks other expressive means by which the experience of death and afterlife might be verbalized. In this regard, Ames turns to the potency of imagination and to the figurative language of poetry. It is not actual physical suffering which appears as most cruel and harsh punishment for one's sins, but the sincere insight into the soul, a concentrated self-scrutiny of the conscience in which one comes closest to vices, shame and fear. The metaphor of "life as a dream" expands into Ames's deep meditation on the "reality" of death as a transitory stage as an ultimate change of which man is not yet conscious in Christian believes.

Concerning other aspects of how the afterlife can be visually imagined, Ames observes in his conversation with Boughton that "although the Bible has much to say about final judgment, it offers no definitive picture of life after death" (146). The mere fact of mentioning heaven and hell as places of utmost relevance, however, prompts people to visualize them. The visions, as *Gilead* reminds us, are always personal, imaginative and highly subjective. In Boughton's mind the idea of heaven is likened to the beauty and goodness of anything on earth multiplied by two.

Like Ames, Boughton sees nature as a meaningful revelation. It is a grace to be alive, to be able to love, feel and experience God's creation via the senses as well as by the intellect. Ames's idea of heaven is slightly different from Boughton's in its emphasis on one's physical condition. Faith is one of the crucial protected values in the novel since it determines and conditions everything that Ames does. It provides him moral principles, offers him consolation and gives him sufficient rationalization and explanation for everything that happens to him. Faith guides his inner world as well as his conduct.

Family life, relationships between generations and especially those between fathers and sons are arguably given a significant role in the text. One of the most important values Ames shares with his son is love and respect for those who are no longer with us. While their physical absence is irreversible

and many of their acts may be questioned, their presence is still felt, most intensely through memories and also through objects they once possessed. It is important that relationships within families are as important as they are difficult. Although family life in *Gilead* is based on mutual respect, serious quarrels happen there quite often.

Ames's philosophy of being a gift for others encompasses the total span of human experience and turns a negation of death into an active principle of life and purpose. The whole narrative can be in fact interpreted as an expression of gratitude for life as the ultimate gift and the novel elucidates how the cultivation of Christian virtues contributes to a sense of a purposeful life. Being connected to the world and to other people in a meaningful way resolves many tensions in life and generates much satisfaction. Ames convincingly proposes that inner strength is always found in relationships. His story, as a result, becomes training in a way of life that is reflective, ethical and which establishes a space for God in the common discourse of everyday life.

Bringing the Christian sensibilities to the fictional world of their characters, Robinson shed light on the saving and empowering power of God's grace in defining human relations and the understanding of the value of humanity and the loveliness of the world. Despite varieties in Christian theology and their views on the doctrine of Predestination and Grace, the fictional worlds of Gilead, the gift of seeing souls, the gift of living souls, and the gift of forgiving souls in the characters, even in those who are left at night like Jack. She presents the saving and life-giving power of God's grace in healing and restoring human soul.

The life philosophy he proposes by his narrative is not easy to practise. To be wholly contemplative and wholly active a life worth living requires nothing less, according to Ames's experience. He speaks with the authority of an elderly man whose life was full of suffering and anguish but also of hope and joy. His authority is that of piety and of an old man's wisdom. The validity of his life philosophy is justified by his conduct and deeds and therefore appears as relevant also to the lived experience of the reader.

According to *Gilead*, faith helps to see one's condition in its true perspective; guided by it, a person may fall repeatedly, yet he is also aware of a constant hope and opportunity to improve. Ames's narrative is not the sentimentally sweet recommendation of a devout Christian life. Far from that, Robinson's novel shows the complexities and intricacies of one's existence. It promotes heartfelt piety the strength of which is based on non-judgmental, honest and fair treatment of oneself and of others.

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ISSUES OF IMMIGRANT LIFE AND CULTURAL ASSIMILATION IN BHARATI

MUKHERJEE *DESIRABLE DAUGHTERS*

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ABSTRACT:

Bharati Mukherjee's *Desirable Daughters* blemish a new tendency in her writings. Her chase of quest for identity leads to several revelations. Tara the protagonist of the novel challenges some of the social and ideological markers that determine her identity by separating herself from her family and community. However the novel demonstrates that, identity instigation cannot be shack as a easily as a snake's skin. In this novel we can see what happens to a gendered identity who is insist in search of self identity and self satisfaction. In the novel *Desirable Daughters* explores how Tara reunites with her home family community and tradition in the way of quest of self-contrast society, self-demolition and self-finding.

KEYWORDS: identity, alienation, diaspora, migration

Bharati Mukherjee, an Indian-born American writer explored the internal culture clashes of her immigrant characters in the award-winning collection. *The Middleman and Other Stories* and in novels like *Jasmine*. Bharati Mukherjee, a native of Calcutta, attended schools in England, Switzerland and India, earned advanced degrees in creative writing in the United States and lived for more than a decade in Canada, affording her a wealth of experience in the modern realities of multiculturalism. Mukherjee's work features not only cultural clashes but undercurrents of violence.

Bharati Mukherjee is a writer who is at her best when she draws on her experiences of the Old World while writing with insight about the New World to which she now belongs. Her more recent books, particularly *The Holder of the World*, confirm that hers is an original voice at the cutting edge of American immigrant multicultural literature.

With her husband, Clark Blaise, Mukherjee wrote *Days and Nights in Calcutta*, *The Sorrow and the Terror* and *The Haunting Legacy of the Air India Tragedy*. Mukherjee also wrote several works of social analysis, including *Political Culture and Leadership in India*, an assessment of leadership trends in West Bengal. She won Canada Arts Council grant, 1973 and 1977; Guggenheim fellowship in 1977; National Book Critics Circle award in 1989;

Pushcart prize, 1999. She makes use of Indian phrases alongside English words. They have tried to reproduce a blend of the Indian and the Western cultures.

Bharati Mukherjee is considered as a third world feminist. She concentrates on problems and issues of South Asian women, particularly India. Her basic concern is to describe the problems of cross cultural conflicts faced by Indian women immigrants. Her works concentrated on immigrant's sense of alienation and dislocation to discover psychological transformation mostly among women. Her writing discusses about the condition of Asian immigrants in North America, and also the changes taking place in South Asian woman in a new world. Among Indian women novelists she occupies an outstanding place.

In Bharati Mukherjee's earlier novels, diasporic transmigration meant new opening and release from the grip of convention bound society. In her novels, the principal character who are attached with their own native culture and homeland and suddenly migrate abroad are denied their identity. They face the problems of assimilation. Bharati Mukherjee's novels and stories talk about young women shaped by patriarchal culture. Mukherjee voices out her immigrant experience in America in the guise of the newcomers from the Caribbean, the Middle East, the Philippines and Sri Lanka.

Mukherjee considers herself as an immigrant writer and her works are a part of her process of becoming and creating a new identity. She explains her convictions about a writer's responsibility in *Desirable Daughters*:

I am inventing an America for myself. I am writing on America that has not been written about. The frontier is up there, in front of me. I am pushing it back all the time. This is what makes the new stories so different. They are a natural outgrowth of where I am. I feel it is the writer's business to write about his or her environment, whatever that may be. (17)

Tara Chatterjee is the protagonist of *Desirable Daughters*. It is a story of a traditional family and of an American woman who has broken with the tradition in many ways but still remains tied to her native country India. In the novel, immigrants are required the immediate cultural denial that was revealed by Bharati Mukherjee. Tara is extremely suffering with cultural displacement and fragmentation. Despite her inner trauma she accepts and adopts the new culture. She could not fulfill the characteristics of an Indian Woman. She does not adjust herself within the ordinary gender role of a mother and wife. The traditional setting of Tara ensures her to calculate that she is badly torn between the double place and culture that brings her nothing else than the scattered identity. She always

reminds her native life style and also extremely aware of her cultural differences. Her San Francisco home seems as a sad home.

Desirable Daughters seems to be the autobiography of Bharati Mukherjee. Likewise Tara, the protagonist has also two sisters, Padma and Parvati. “Sister’s three are we... as like as blossom on a tree. But we are not ...” (21). “Three sister’s blossoms on one flowering tree” (20) is applicable to Padma, Parvati and Tara. After the marriage of the tree bride Tara Lata, after a period of eighty years, Padma was born and after an interval of three years Parvati and Tara were born. Padma in New York, Tara in San Francisco and Parvati in Bombay were settled in their various careers — Padma Mehta a TV Personality, Parvati, a house wife in the household of a corporate magnet. Their Indian roots are clearly mentioned and that indicates their belonging to the old traditional social life in the Indian culture.

Padma is the elder sister. She is married to a businessman namely Harish Mehta, who is non - Bengali and they have age difference of twenty years between them. Now she is resident of New Jersey (Montclair). She is T.V. hostess of a television program of India, held in Jackson Heights, Queens, run by her Indian lover, Devanand Jagtiani (Danny).

Tara and Padma are the youngest and oldest of the three daughters. The imbalance of their marriages and the paths of their immigration have made them strangers. Padma’s reaction to Tara’s divorce has hurt Tara. Padma repeatedly stated that Tara’s divorce brought shame to the Bhattacharjee family. People confused Padma Mehta with Zubin Mehta and other famous Mehta’s. Such was the gap between the two. Both were assimilated in the American culture but in totally different ways.

Tara is totally Indian in her dresses, attire, and in her cuisine and occupation who lives in New Jersey. Once she remained with her partner as being married couple, now she lives alone without his support and fame. Tara as usual believes in her life that nothing can touch a Bengali Brahmin from Calcutta, but the presence of Chris Dey who is illegitimate son of Ronald Dey and Didi. He is murdered in California before he meets any members of his mother’s family. Abbas Sattar Hai impersonates Chris to get close to Tara and Rabi. Hai creates disturbances in her life and ruins her certain assumption.

Andy was concerned for both Tara and Rabi. He has met Chris Dey in order to keep away from both Tara and Rabi. According to him, Rabi was passing through a critical delicate phase of his personal development. Andy wanted Tara not to go to the police as that would complicate the matter. She promised him that she would not approach the police.

Even then she went to the police. Jack Sidhu who is a sikh who works at the San Francisco Police Department, and he specializes in Indian affairs. He investigates the man claiming to be Christopher and discovers that he is an imposter. He suspects that Tara's family is in danger from the Dagwood gang. Jack takes her case and assured her of making inquiries in the matter. She is now depressed. She wants to discuss these developments with Andy. Tara was obliged to both Rabi and Andy. She had to attend Rabi's school. She therefore postponed the discussion with Andy till her return from school. Tara is independent in her actions and decisions. She is a tough American as a woman, as a mother, and as a divorcee.

She knows the fact that her sister, Padma loves Ronald Dey, the Christian doctor. She is also confident of the strict Brahmin Bengali principle. She is fully confident of the fact that in India, particularly within the hold of a thorough cultural background, it is not just challenging but impossible to allow as well as approve anything that is out of control.

Parvati, her another sister, is completely Indian in her whole cultural practices as she allows her husband's relatives for weeks at her luxurious flat with its breath taking view of the city. But for Tara all her treatment to the relatives, servants, and drivers seems very funny and inconvenient as she presents herself much more modern in her attitude and follows the American way of life style. She believes that her sisters lead very stressful life and make her life uncomfortable for unwanted things. So whatever Parvati does is because of her Indian bend of her mind and she doesn't care for American practices while as Tara shows herself as the most modern lady among all her sisters who doesn't care these ways of displaying Indian life style and she is mean to adopt the practices of American culture.

Tara's second sister, the flexible middle sister Parvati had made a love match. Parvati wrote to her father that she had fallen in love. Now, she lives with her husband. The boy of her choice Aurobindo Banerjee and her two sons lives in a high-rise building on the Marine Drive in Bombay. The high-rise apartment, luxurious with a monthly rent of twenty five thousand US dollars and the fishermen's colony of tents, the poverty striking slum below and the sky scrapers overlooking the sea presented the two sides of Indian life the luxurious and the disadvantaged the high and the low, the contrasting opposites co-existing in India the Orient.

"According to Parvati, our father in his mountain retirement was fast becoming one of them" (203). Tara's father had retired to the mountain residence in Rishikesh. He maintained his daily routine observing the regular rituals and his spiritual meditations. That made him balanced. This is the result of the disciplined systematization of life in the third stage in an Indian life style and in the same manner in New York too. Simple living was the direction

followed in daily habits, diet and dress and that is why he was so quick and active in spite of his age. The advantage of Indian way of life is clearly indicated as the reflection of the culture of the East.

She does not like all that her other sisters do because of their Indian attachment. Bharati Mukherjee revealed the cultural limitation for women in India. But Mukherjee's women have capacity to change the people around them and themselves. The female characters in this novel represent that they have created multiple identities due to their circumstances. Tara, the protagonist is able to live with multiple identities.

Tara wants to find her identity in America without destroying her own identity. She tries to lead her life in America with Indian tradition. It is toughest process of her life but she faced that problem as an immigrant woman. Her ancestor Tara Lata Gangooly was saint and freedom fighter. In each generation of women in her family, she finds something new and inspiring. Thus she realizes that family ties are important for strengthening one's identity.

Tara wants to erase the past that is false, hypocritical and superficial. She challenges everything that is fake and unnecessary. Tara's sisters do not respond her move and tries to reconnect with her. She easily understands others and accepts them. She accepts her former husband with a new understanding. She also accepts her son Rabi's homo sexuality, Mukherjee suggests that in a multicultural society, one must learn to be open and transform accordingly without losing one's original identity.

Her narrative shows her maturity of treatment and characterization of the immigrant's experience rather than the nostalgia of expatriation. Mukherjee in all her works brings out the quality of this immigrant experience. Mukherjee's novels have a female centrality. She portrays the transformation of women when they pass through the process of immigration. True to life, her women protagonists deal with the problems of loneliness, unhappiness and alienation. Mukherjee is interested in writing the lives of Third World women who are liberated from the chains of constrictive patriarchal society. These women refashion their lives, realize their selves and get an inner sense of liberation.

Mukherjee is very critical of Eurocentric feminism because of its inability in dealing with the problems of Third World women and also for homogenizing women's issues with no reference to cultural specificities. In her fictional world women are always accompanied by men in their pursuit of freedom, independence and individualism.

The novelist provides the three female characters as the three choices for an Indian woman to follow. Padma and Parvati stick to the safer zones, but Tara moves to risky and challenging role of life, so she is given more importance than other two sisters. Bharati

Mukherjee's heroines are bold and confident. They have the strong potentiality for adaptability and live in the firm ground of reality and accept the bitter truth of their life. Having dealt with the problems are immigrant faces in general it becomes inevitable to consider the most dreadful hindrance an immigrant faces

Bharati Mukherjee explains Hindu tradition and western culture dominates the landscape of *Desirable Daughters* and *The Tree Bride*. In *The Tree Bride* Tara Lata lives her life serving others and is role model of Hindu Virtue. In Hindu tradition people give more importance to caste and the social status of bride and bride groom. *Desirable Daughters* has also followed these features of Hinduism and caste system. In *Desirable Daughters* Tara's older sister, Padma, whom she calls Didi, meaning "sister" had a Christian friend named Poppy Dey when she was a teenager. Poppy's Brother Ronald was extremely handsome. As a child, Tara knew that Didi loved Ronald, but she also knew that Ronald was a Christian from a lower caste. His status made the marriage between Didi and Ronald impossible. Didi wholeheartedly connected with Ronald though she rejected him for the reason of her family tradition.

Tara obeys her parents and follows through with her arranged marriage to Bish who belongs to same caste and tradition. And her sister Parvati breaks Hindu culture and tradition by marrying her lover. This act happened in America which shows the clash between Hindu tradition and American culture. Tara was a dutiful wife and mother for ten years. But she breaks tradition and turns her back on Hindu culture when she divorced Bish and sees other men. After the divorce she becomes more westernized in her dress and behaviour. In Hindu culture it was that a father should give away his daughter in marriage before she reaches adolescence and if the father is not able to do so he is considered useless and undeserving.

Bharati Mukherjee declares that in the process of splitting and cultural dislocation man seems to lose his meaning and purpose in life. In the process of migration, the immigrants can neither adopt alien culture nor can leave their culture of home and finally a new hybrid culture comes to flourish.

In America, Tara always feels herself guilty of lavish spending and conspicuous luxury, "I'm feeling just a little alien and uncomfortable, a tinge of not belonging, in the midst of such welcoming comfort and I think it must be the way Bish feels" (24).

Love, to Bish, is the remainder of providing for parents and family, contributing to good causes and community charities, earning professional respect, and being recognized for hard work and honesty. Love is indistinguishable from status and honors.

Tara however enjoys her love-life with Andy because she feels that there is something

exotic, something that disobeys the set norms and structures. Tara diverges away from Indian traditionalism and allows herself to be physically involved with Andy. Her dislocation from cultural codes fragments her once again. Tara defines her relationship with Andy. “We were exotics to each other, no familiar moves or rituals to fall back on. He interpreted my fear as shyness. He was not my first American lover, but he was twice the mass of any man I’d ever known, a bear-man” (78). Thus, loneliness brings a greater isolation in the life of Tara and she feels alienated in American society. In India the details of religion, caste, sub-caste, mother tongue, place of birth are all integral part of man’s personality and one cannot dare to go beyond them.

The creative traditionalist father secures his daughter’s place in the world by a fiction of marriage and goes for a metaphysical settlement. This is the point of conjunction between Tara of *Desirable Daughters* and Tara Lata of *The Tree Bride*. The abjectness of life in a showing fact of the modern world finds answer in the celebratory romance of the past rooted in native soil.

Bharati Mukherjee not only intends to expand America but to change it, adding the minority point of view, not clear cut assimilation but transformation, a fluid interaction between origin and modernity or in other words, in between hyphenation and assimilation. She believes that if a nation is able to accept and acknowledge immigrants as their own nationals, then there will be no hyphenation but sure assimilation, no sense of alienation but a sense of belonging and satisfaction on having achieved the transformation.

Mukherjee keeps the spirit of language by relating it to the everyday speech. She changes words, grammatical structures and syntax to suit the character. Myth takes an important role in *The Tree Bride* story. This Myth helps Tara to escape from her custom of culture. Bharati Mukherjee uses irony, allegory, motif and style like morality play, miracle play and thriller. It also has the theme of Hindu caste system, identity and cultural assimilation. G. Messersmith reviews *Desirable Daughters* as:

Mukherjee is an absolutely brilliant up to this point and manages to the full of potentially melo dramatic material in sensitive, believable manner. The opening sequel, “*The Tree Bride*” is a very magical and dramatic historical opening chapter. With her simplicity, Mukherjee offers a fictional feast, rich in culture detail and endless complication of love and belonging.

Tara as a new woman travels into the new world with full energy and vitality. Mukherjee seems to portray the how for the first generation protagonist getting assimilated into the American melting pot is difficult. Tara faces many social restrictions directly and

indirectly. It is rather very strange that a women who was brought up in a rigid principled society like that of India could absorb the modern trends and accept such things like her songs gay sexuality and her own live in relationship. Throughout the novel the protagonist is longing for a new identity.

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INDUSRIAL POLLUTION AND HEALTH IMPACTS ON THE PEOPLE OF MUTHAIAHPURAM TOWN IN THOOTHUKUDI DISTRICT

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INTRODUCTION

Pollution is the introduction of contaminants into the natural environment that cause adverse change pollution can take the form of chemicals substance or energy, such as noise, heat or light. Pollutants, the components of pollution, can be either foreign substance energies or naturally occurring contaminants pollution is often classed as point source or nonpoint source pollution in 2015, pollution killed 9million people in the world.

Thoothukudi is an industrial town located between latitude 8°15' to 9°0' N and longitudes 77°50' to 78°15' E in Gulf of Manner. This coast is sheltered by Sri Lanka. The population of Thoothukudi town is approximately 16 lakhs. A few major and minor industries are in and around its coast.

Types of Industrial Pollution

Major forms of pollution include: Air pollution, light pollution, littering, noise pollution, plastic pollution, soil contamination, radioactive contamination, thermal pollution, water pollution, visual pollution.

Industrial pollution

Industrial pollution is generally referred to the undesirable outcome when factories (or other industrial plants) emit harmful by-products and waste into the environment to air or water bodies (water pollution), deposition on landfills etc. (land pollution or emission of toxic chemicals into the atmosphere (air pollution).

Many industrial manufacturing processes use to produce chemicals' that may people's health or the environment. Instance, paper pulp bleaching uses chlorine while power generation using coal creates acid rain. Although factory chimneys producing black smoke are rare in most industrial nations these days invisible pollutants may enter the air ground, or surface water. Even at low level, they cause harm particularly in the long term.

Environmental law now enquires industry to take more responsibility for any emissions that could harm the environment. Outgoing independent monitoring of the air and water supply are necessary to check for any breaches of legislation cleaner technologies, including

green chemistry, can reduce production pollution their source. However, there is still a legacy of industrial pollution from the past with contamination sites that have residues of long-lasting chemicals such as polychlorinated or PCBs which were once very widely used. Pollution generally refers to a change that is harmful to the environment. A typical example might be discharge of chlorine-containing organic solvents form a factory pipe into a river. Industrial pollution on a large-scale began with the industrial revolution of the nineteenth century, when factories emitting duty smoke were a sign of growing prosperity. Soot and acid rain deposition towns and cities were common, and few were aware of their impaction human health and environment.

Causes Industrial Pollution

Primary causes industrial pollution. Industrial pollution is the release of wastes and pollutants generated by industrial activities into the natural environments including air, water, and additionally, industrial pollution is linked to the degradation of the natural environment

Air Pollution

Air Pollution occurs when harmful o excessive quantities of substance including gases, particles, and biological molecules are introduced into earth's atmosphere. It may cause diseases, allergies and even death to humans, it may also cause harm to other living organisms such as animals and food crops and may damage he natural or built environment. Both human activity and natural processes can generate air pollution.

Indoor air pollution and poor urban air quality are listed as two of the world's worst toxic pollution problems in the 2008 blacksmith institute world's worst polluted places report. According to the 2014 world health organization report, air pollution in 2012 caused the deaths of around 7million people worldwide, an estimate roughly echoed by one from the international energy

The environmental awareness and activities have increased only after the Bhopal tragedy (1984), which made the pathway for the creating environmental Act in 1986, and the act was enshrined in the 42nd amendments to country constitution in 1976. The Ministry of Environment and Forest (MoEF) tasked with the overall responsibility for administering and enforcing laws and policy, by adopting integrated environmental strategies into any development plan for the country. As such, the reduction of industrial pollution has become the main responsibility of MOEF. Clean air is the foremost requirement to sustain healthy lives of humankind and those of the supporting ecosystems which in return affect the human wellbeing. Release of various gaseous emissions and particulate matter (PM) has been on the rise due to rampant industrialized growth Anthropogenic emissions of various kinds are being

pumped into the atmosphere (called primary pollutants) and lead to the formation of new pollutants due to chemical reactions in the atmosphere (called secondary pollutants). These are building up the concern of ambient air pollution (AAP) as a prominent global threat to human health in many ways. For instance, according to the Fifth Assessment Report of the IPCC ‘nearly all the non-CO₂ climate-altering pollutants are health damaging, either directly or by contributing to secondary pollutants in the atmosphere’.

The UN General Assembly's Open Working Group (OWG) on Sustainable Development Goals forwarded to the Assembly its proposal for a set of goals that consider economic, social and environmental dimensions to improve people's lives and protect the planet for future generations at the conclusion of the Group's thirteenth and final session at UN Headquarters on 19 July 2014. The proposal contains 17 goals with 169 targets covering a broad range of sustainable development issues, including ending poverty and hunger, improving health and education, making cities more sustainable, combating climate change, and protecting oceans and forests. The goal 3 “Ensure healthy lives and promote well-being for all at all ages” aims at securing a healthy life for all. There are 9 sub-goals to this goal and sub-goal 3.9 targets to substantially reduce the number of deaths and illnesses from hazardous chemicals and air, water, and soil pollution and contamination by 2030. It is essential that the hazardous impacts from environmental pollution are regularly reported and monitored. Of the various kinds of pollution, the air pollution has attracted high priority in respect of environmental regulation since the environmental damage due to such pollution mostly affects human well-being directly by way of adverse health effects on the population exposed to it.

Air quality has deteriorated in most large cities in India, a situation driven by population growth, industrialization and increased vehicle use. Integrated air quality management (AQM), which is an evaluation and monitoring tool, is a challenge to carry out in most developing countries because of the lack of information on sources of air pollution and insufficient ambient air monitoring data that is available in the public domain (TERI 2009). Urban air pollution is largely a result of combustion of fossil fuels that are used in transportation, power generation, industrial sector, and other economic activities. Household air pollution (HAP), also known as indoor air pollution (IAP), is a serious area of concern in rural spaces, as majority of this population continues to depend on traditional biomass for cooking and space heating and depend on kerosene or other liquid fuels for lighting, all of which are highly likely to lead to high levels of HAP. More than 70% of the population in India depends on traditional fuels (firewood, crop residue, cow dung, coal and lignite) for

cooking and almost 32% depend on kerosene for lighting purposes. About 3 billion people in the world (more than 40% of the global population) rely on traditional biomass for the purpose of cooking and an estimated 500 million households rely on kerosene and similar for the purpose of lighting (WHO, 2015). In rural India, for instance, only 11.4% of the households use LPG for cooking (Census 2011).

Air pollution in Thoothukudi

The Central Pollution Control Board (CPCB) has put out an action plan to combat air pollution in Thoothukudi, the lone “non-attainment city” in the State under the National Clean Air Programmer.

Committee constituted

A district-level monitoring committee has been formed which includes the District Collector, Municipal Commissioner, senior officers from Department of Environment and Forests, Urban development and Housing department, Transport department, Agricultural department, and Forest department and District administration. Officials at the Tamil Nadu Pollution Control Board said periodic reviews would be conducted to ensure the plan is followed.

Economic Impact of Air Pollution

Framework of Analysis Industrial sector in Thoothukudi is one of the major productive and wealth creating. However, it remains as a major polluter, resulting in the degradation of the health of local population and reduction in property values. Pollution is defined as an undesirable state of the natural environment being contaminated with harmful substances because of human activities (Cognitive Science Laboratory: Princeton University⁹). Air pollution is the contamination of the atmosphere by substances that, directly or indirectly, adversely affect human health or welfare. It results from human activities, both deliberate releases (as from smokestacks) and fugitive emissions (as dust blown from streets or fields), and from natural sources, including sea spray, volcanic emissions, pollen, etc. (National Institute for the Environmental, Washington D.C)

Air Pollution and Health: The Production Function Model

Environmental pollution reduces people's wellbeing through the following way (1) Medical expenses associated with treating pollution-induced diseases including the opportunity cost of time spent for obtaining the treatment, (2) Lost wages (3) Defensive or averting expenditures associated with attempts to prevent pollution induced disease, (4) Changes in consumption pattern, (5) Disutility associated with the symptoms and lost opportunities due to diseases and (6) Changes in life expectancy or risk of pre-mature death.

(Freeman, M, 1993). Therefore, the welfare loss due to air pollution could be estimated in terms of increased morbidity

Light Pollution

Insects flying around night lights become too exhausted to feed and reproduce, causing their populations to decline. Insects are a primary food source for many predators (e.g., bats, birds, lizards, frogs). Altering the balance compromises the food chain. Bright lights disarm flying moths & other insects of their bat evasion system, tipping this evolutionary arms-race in favour of the predator. Bright lights confuse navigation along migratory routes. Declines in populations of moths, spiders, sparrows, and amphibians have been correlated with light pollution in the UK & elsewhere. Hatchlings of seed-eating as well as other birds need the protein from insects and spiders in their diet to survive. Insects are essential pollinators for many plants. Their decline leads to decline of many plant species – crops, shrubs and trees that provide habitat for many other species, ornamental plants, etc.

Noise pollution

Noise pollution is unpleasant noise created by people or machines that can be annoying, distracting, intrusive, and/or physically painful. Noise pollution can come from outdoor sources, such as road traffic, jet planes, garbage trucks, construction equipment, manufacturing process, lawn mowers, leaf blowers, and indoor sources, including boom boxes, heating and air conditioning units, and metal chairs scraping on floors.

Soil contamination

The soil belongs to the non-renewable resources in the scale of human lifetime. The soil degradation seems to be more and more serious problem for the future when the number of Earth inhabitants will increase sharply and will reach even up to 10 billions in 2050. OECD

Data presume that agricultural land must increase from current 40% to 50% of total land area to 2030, the inputs of nutrients into soils must be 3 times higher in 2050, the use of mineral fertilizers will be necessary and the fight against soil degradation must be more intensive (1). The food security depending on soil availability and fertility will be a key factor for sustainable development of human society (2). The soil contamination belongs to one of the most serious degradation threats that are defined in European “Toward Thematic Strategy for Soil Protection” (3). The environmental contamination is a problem actual worldwide; many contaminants were detected even in the ice of Antarctic area. Moreover, the soil is an environment with “memory”, it means that contamination survives in the soil for many years

Thermal pollution

The basic definition of water pollution is the deterioration of water quality as a result of any process that changes ambient water temperature. It is usually associated with the increase of water temperatures in a stream, lake, or ocean due to discharge of heated water from industrial process such as the generation of electricity from the thermal plants. However, this rise in the ambient water temperature can also occur in stream where shading vegetation along the bank is removed or where sediments have made the water more turbid. Both effects allow more energy from the sun to be absorbed by the water thereby increase in temperature. Instance in which the effects of higher-than-normal water temperatures can be also observed.

Thermal Pollution in Thoothukudi

Activists and environmentalists fear that pollution which has been the scourge of Tuticorin city for decades may have taken a turn for the worse. Recently, Tuticorin stood 21st in a list of 94 polluted cities in the country identified by Central Pollution Control Board based on a five-year study ending in 2015. It was also the only city from the state on the list.

With heavy industries and thermal power stations mushrooming in the coastal city, many people working in the factories here prefer to reside in nearby Tirunelveli and spend hours shuttling to and from Tuticorin. Environmentalist M Krishnamurthi, who is among the prominent leaders spearheading the anti-Sterlite protests, expressed the need for a holistic study on the impact of environmental pollution in Tuticorin. “Most of the thermal power stations in the state are within a 14 km radius from the city centre. The extent of damage caused by industrialisation is immeasurable,” he lamented. Krishnamurthi

observed that thermal power plants and industries in and around the city had caused immense damage to people’s health, natural resources, environment and salt pans. “Polluting industries should be closed down or shifted at the earliest,” he said.

Activist Nithya and Jayaram suggested a three-stage approach to reduce the impact of air pollution. “Pollution becomes an issue when it is affecting the people. Industries should not be set up close to a place where there are residential localities or agriculture is taking place,” he said. Safety measures should be carried out after sighting the right place to reduce the impact of unavoidable effects. “It is no use carrying out safety measures after establishing a hazardous industry established in a thickly populated place,” he said. According to him next comes pollution control.

Stating that no industry could operate without polluting, he said that the problem worsened with the size of the factory. Controlling the chemical substances from being dispensed in the air and effectively converting them into usable by-products in another form (liquid or solid) was the next big step. “Pollution mitigation is the next stage. Despite all measures some particles will be discharged in the air. Industries should ensure that its effect is minimized. Shape of the chimney should be such that the suspended particles are dissolved and become harmless when they reach the ground,” he said. He expressed the need for a thick green belt around the factory to filter them from affecting the common man.

The former District collector N Venkatesh said that the district administration was working on a project to improve the green cover to bring down the impact of air pollution. “Also, this year we have a target of 2.7 lakh trees to be planted across the district. Most of these saplings will be planted on government and waste land near industries and urban areas,” he added.

Government and private thermal power plants in the city accounted for a major share of its visible air pollution. Vishnu Mohan Rao, an expert on environment and power associated with a citizen consumer and civic action group said that the ministry of environment and forests had issued a notification to all thermal power plants to take measures to bring down emission to a large extent by 2022.

“One of the effective measures is installation of ‘flue gas desulphurisation’ in the plants. This method of absorbing sulphur and other chemical pollutants from getting discharged into the air is in implementation for close to 40 years. But not one thermal plant in India has it as it would cost Rs 300 crore to install it in a plant,” he said and added that the cost could go up based on the capacity of the plant.

He added that flue gas method also required a sizable share of energy generated by the plant to be operated. The expert also pressed for larger regional impact assessment to be conducted before establishing such plants as a futuristic solution. According to him, there was a need to monitor compliance by existing plants to check pollution as a solution to keep air pollution by thermal plants under check.

Water pollution

Water is the most important chemical compound for the perpetuation of life on this planet. Water covers about 3/4th of the earth's surface, but only 3% of it is available for human use. Owing to the rapid industrialization on one side and exploding population on the

other, seawater gets polluted. Seawater pollutant is a chemical substance present in it at the excessive levels capable of causing harm to living organisms. During the last few decades, several studies were carried out on the hydrology and biology of the coastal waters of Thoothukudi. Chaco et al. (1957) investigated the hydrographical parameters in relation to fisheries in Gulf of Manner 1. Freda et al. (1968) had undertaken the study on hydrograph and plankton logy of pearl banks. 2. Maracay et al. (1990) studied the hydro biological investigations with special reference to plankton production during the period of 1976-1985 in the inshore waters of Thoothukudi. 3. Gamesman et al (1995) elaborated the iron and manganese concentrations in seawater, sediment and marine algae of this coast. 4. The polluted seawater affects the ecological system. Though there are some reports available on hydrology and biology for the Thoothukudi coast, little attention has been paid to the status of physicochemical characteristics in the coastal waters of Thoothukudi. The present study covers details of impact of domestic sewage and industrial effluents on the physio-chemical characteristics of the Thoothukudi coastal seawater during July 2006 to July 2008.

Ground water in Vedanta Resources' Thoothukudi copper smelter contains heavy metals Exceeding limits for drinking water, the smelter was shut down in May under order of the Tamil Nadu government after 13 people died after coming under police fire during violent protests over alleged pollution. The Vedanta subsidiary that operates the Thoothukudi smelter did not immediately respond to an email seeking comment. Vedanta, owned by billionaire Anil Agarwal, has previously denied that the smelter is responsible for pollution and described the closure of the plant it had operated for more than 22 years as an "unfortunate development".

The analysis of ground water samples showed the presence of iron, lead, fluoride, Cadmium and nickel above the permissible limit for drinking water, Meghwal said, citing Information provided by the federal pollution regulator. Meghwal also said that a study by the Central Ground Water Board revealed that most ground water samples around the industrial area in Thoothukudi were contaminated. The study indicates that most of the ground water samples are contaminated with high TDS (totally dissolved solids) and heavy metals like lead, cadmium, chromium, manganese, iron and arsenic, which are beyond permissible limits,"

The groundwater in SIPCOT Industrial Area in Thoothukudi, which houses now-closed Sterlite Copper plant, is contaminated with high TDS and heavy metals like lead which are beyond permissible limits for drinking water, the Centre said on Monday.

In response to a question by Rajya Sabha MP from Tamil Nadu Shashikala Pushpa on Whether steps have been taken to check the nature of groundwater in Thoothukudi in the Backdrop of anti-Sterlite agitation, the government said the Central Ground Water Board (CGWB) has carried out a study to ascertain the quality of groundwater in and around SIPCOT industrial area

The study indicates that most of the groundwater samples are contaminated with high TDS and heavy metals like Lead, Cadmium, Chromium, Manganese, Iron and Arsenic, which Are beyond permissible limits of BIS Standards for drinking water (IS:10500 of 2012) As per information received from the Central Pollution Control Board, the analysis of Groundwater samples, from the Sterlite industrial unit, by the State Pollution Control Board, Shows the presence of Iron, Lead, Fluoride, Cadmium and Nickel.

The minister also said the Central & State Pollution Control Boards are controlling Industrial pollution under the provision of Water (Prevention and Control of Pollution), Act, 1974. The statement by the minister assumes significance in the wake of assertions from Sterlite that it was in no way responsible for pollution in Thoothukudi.

Sterlite Copper was closed in May following protests that turned violent resulting in the death of 13 people in police firing. Villagers in and around Sterlite have been demanding the closure of the plant alleging high levels of pollution and water contamination.

Scope of the Study

Pollution is creating a large issue around the world; especially air pollution has its own impact on earth, because of its transboundary. The increase of the industries, transportation, and urbanization are the major sources of air pollution. Now the situation is “zero pollution can be achieved only with zero production”. Therefore, it is very important to control the pollution from various sources, which can be done only through, the proper implementation of environmental protection act. Hence, the study confined only to the prevention and control of air pollution in industries in Thoothukudi.

Objectives of the Study

- To study the socio-economic life of the respondents in Tuticorin town
- To evaluate, the implementation of healthcare services in Industries in Thoothukudi.
- To evaluate, prevention and control of air pollution in industries in muthiahpuram town in Thoothukudi.
- To analyse the problems of environment in the study area

- To study the respondents' behaviour on household sanitation and environmental hygiene practices in the study area.

Statement of the Problem

The environment pollution is now assuming a dangerous proportion throughout the world and growing awareness is discernible to maintain economical balance for the future generations. Throughout the last quarter of this century, a global concern to protect environment witnessed to preserve our inalienable right to life. Environment pollution is the cause of modern technological development, rapid growth of industrialization and urbanization. Industries, automobiles, domestic wastages and indoor air pollution cause the pollution. Among the Sources, industries play a major role in polluting the air. Among the industries, chemical fertilizer, steel and cement industries are the major sources of air pollution. The control can be made only by each individual of the universe. In the absence, the government has its own Responsibility to control pollution from various sources through proper implementation of environmental act. Hence, an attempt has been made to study the role of environment law and its implementation in preventing and controlling air pollution in industries in Thoothukudi.

ANALYSIS OF THE DATA

TABLE.1

AGE WISE CLASSIFICATION OF THE RESPONDENTS

S. No	Age group	No.of. Respondents	Percentage
1	21-30	30	27%
2	31-40	40	36%
3	41-50	25	23%
4	51-60	15	14%
	Total	110	100%

Sources: Primary data

The above table shows that 27% of the respondents are in the age group of 21-30 years, 36% of the respondents are in the age group of 31-40 years, 23 of the respondents are in the age group of 41-50 years, 14 of the respondents are in the age group 51-60 of years.

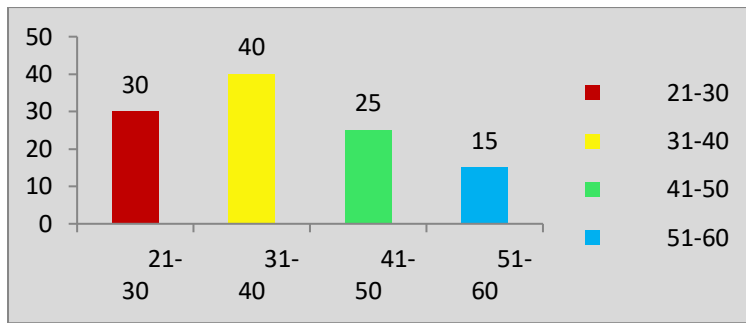


TABLE-2
TYPES OF POLLUTION

Types of pollution	No.of. Respondents	Percentage
Air pollution	68	62%
Water pollution	32	29%
Soil pollution	10	9%
Total	110	100%

Source: Primary data

The above table shows that 62% of the respondents are air pollution and 29% respondents are water pollution, 9% of the respondents are soil pollution.

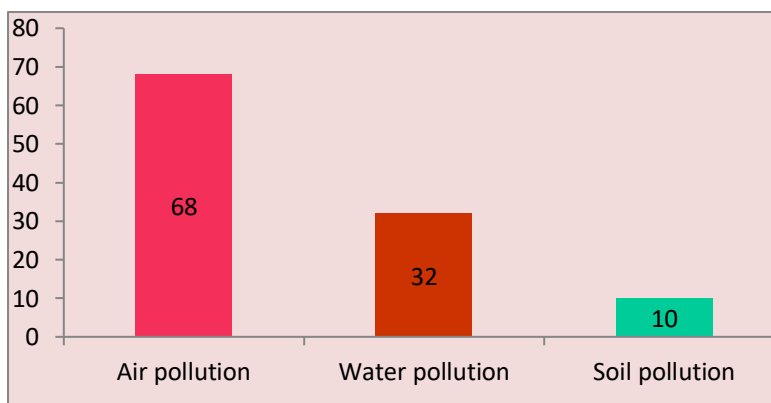


TABLE-3
TYPES OF SICKNESS

S.No	Types of sickness	No.of. Respondents	Percentage
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1	Cancer	37	34%
2	Asthmatics	24	21%
3	Headache	12	11%
4	Allergies	27	25%
5	Stomach pain	10	9%
	Total	110	100%

Source: Primary data

The above table shows that 34% of the respondents are cancer and 21% of the respondents are asthma, 11% of the respondents are headache, 25% of the respondents are allergies and 9% of the respondents are stomach pain.

TABLE-5.13

MEDICAL EXPENDITUE OF THE RESPONDENTS(in Rs)

S. No	Medical expenditure	No.of. Respondents	Percentage
1	1000-2000	62	56%
2	2000-3000	23	21%
3	3000-4000	15	14%
4	4000-5000	10	9%
	Total	110	100%

Source: Primary data

The above table shows that 56% of the respondents are medical expenditure 1000-2000 and 21% of the respondents are 2000-3000 medical expenditure, 14% of the respondents are 3000-4000 medical expenditure, and 9% of the respondents are 4000-5000 medical expenditure.

Findings, Suggestions and Conclusion

FINDINGS

1. The maximum numbers of the sample 36% of the respondents are in the age group of 31-40 years, and the minimum numbers of sample 14% of the respondents are in the age group 51-60.
2. The maximum numbers of the sample 62% of the respondents are air pollution, and the minimum numbers of sample 9% of the respondent's soil pollution.

3. The maximum numbers of the sample that 34% of the respondents are cancer, and the minimum numbers of the sample that 9% of the respondent's stomach pain.
4. The maximum numbers of the sample that 56% of the respondents are medical expenditure Rs1000-2000 and the minimum numbers of the sample that 9% of the respondents are Rs 4000-5000 medical expenditure.

SUGGESTIONS

- The prevention and control of industrial pollution are highly encouraged by governments worldwide. The U.S. government, for example, charges a carbon tax and subsidies alternative sources of energy, like solar power. Companies in certain industries are required to obtain pollution permits. Furthermore, organizations that decrease emissions below their specified rate earn emission reduction credits and other incentives.
- There are a couple of things every business can do to reduce its carbon footprint and protect the environment. If you own a small business, for example, you can purchase energy-efficient equipment for your organization and choose office supplies and other products made from recycled materials.
- Encourage the staff to use public transport or bicycles for their daily commute. Another option is to arrange for a bus to pick them up, so they don't have to drive to work and back home.
- Consider joining voluntary programs, such as the Environmental Protection Agency's Smart Way, to learn about the most effective industrial pollution control practices and how to implement them in your organization. Companies that enrolled in the EPA'S Smart Way saved 215.4 million barrels of oil and \$29.7 billion on fuel costs since 2004.
- Particular matter in the air can be reduced by fitting smokestacks to factories with electrostatic precipitators, fabric filters, scrubbers and inertial separators.
- Smoke can be reduced by using oil or gas instead of coal in factories.
- Machinery and equipment can be used, and generators should be fitted with silencers.
- Pollution check certificates should be made compulsory.
- Machineries used in the industries can be redesigned to increase energy efficiency and reduce noise. Noise absorbing material may also be used.
- Washing of animal cloths in the river should be banned.
- Solid waste such as plastic bags normally should not be thrown into the river.

- Industry should go for devices like wet scrubbers to reduce flash nuisance.
- Process industry can make use of fuel gases for neutralization of alkaline effluent.
- Industry should have increased the chimney heights.
- Solar heaters should be used for obtaining hot water.
- Avoid traffic jamming.
- Diverting of some traffic on outside roads.
- Proper maintenances of machines.

CONCLUSION

This chapter summarizes the study and draws some major conclusions. The study provides several interesting findings which should be taken into consideration by academicians and policy makers. An important finding indicates that policy makers should note that the total pollution coefficients should be considered as alternative environmental management strategies and not just direct pollution coefficient. Water pollution abatement activities will have a significant impact on the Indian economy, leading to the expansion of output and increasing prices. While the increase in output is beneficial to the economy, consumers will be affected severely due to the price increase. Moreover, the industries will likely lose their competitive advantage due to the price rise of the outputs from both buyers and sellers end.

The pollution content in the foreign trade of India also reveals significant result. For an emerging economy like India, trade sector plays an important role in generating GDP and employment. The current attempt signifies that as the Indian economy is more export oriented after 1991 policy reforms, the exporting industries such as cotton textiles are of serious concern because an emphasis on export growth of cotton textile will likely to create more water pollution. Another important finding from the estimates of EDP due to water pollution shows a significant reduction in NDP due to the degradation of water resources. This study strongly suggests that if other natural resources could be accounted, then NDP reduction would be greater. Several policy options based on command and control and economic instruments have been evaluated critically.

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**A STUDY ON ARECANUT PLATE PROCESS IN FEDERAL LOGISTICS WITH
REFERENCE SIPCOT COMPANY IN THOOTHUKUDI DISTRICT
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INTRODUCTION

"Areca nut leaf plates" which are now in trend is a completely biodegradable plate made from the fallen sheaths of the areca nut palm which has been used as an alternative of the plastic disposables. The finest quality of areca leaf which covers the areca fruit is taken and engineered to give the shape of plate and other utensils which can be used as a dinner wear. In addition to being biodegradable, areca leaf plates have its own health benefits as there are no chemicals used during production. It is an innovated way of reducing pollution from the plastic waste. These plates are also called as " Palm plates", " Betel nut plates" and " Natural Disposable plates ". In the last 10 years, Areca leaf plate's manufactures in India have formalized the process of turning leaves in to dinnerware and selling them into both the Indian and the European markets as eco friendly alternatives to foam, paper and plastic dinnerware.

ARECANUT LEAF PLATE MAKING

Areca leaf plates are perfect alternate to Plastics/Polymer based products and also Paper based products about which the entire world is concerned about. A 100% natural mechanism is followed for manufacturing these plates. The fallen areca leaf is collected from farms. The Sheath of the areca leaf cleaned and soaked in water for approximately 15 minutes and shade dried for 30 minutes. They are then compressed to different shapes using the correspondingly shaped Machines. They are then packed as per the customer requirement.

ADVANTAGES OF ARECANUT LEAF PLATE

1. Eco-friendly, Bio-degradable and Compostable.
2. No chop down of trees, fallen leaves are collected and turned to value added products. Waste to wealth concept.
3. No Chemicals, bleaching, PE (Poly Ethylene) coating, Wax coating at any stage.
4. Light weight, sturdy and non-crushable and Microwave & Refrigerator safe.
5. Holds liquid items for 4 hours without leakage and Good for hot, wet and cool

food items.

TOP 10 STATES PRODUCTION OF ARECANUT LEAF PLATE

Rank	State	Area (000ha)	Production (000tonnes)
1	Karnataka	218.01	457.56
2	Kerala	100.01	100.02
3	Assam	68.04	89.00
4	Meghalaya	17.11	24.68
5	West Bengal	11.39	21.16
6	Mizoram	10.14	6.05
7	Tamilnadu	6.7	8.62
8	Tripura	4.7	9.92
9	Andaman & Nicobar Islands	4.23	5.88
10	Maharashtra	2.2	3.58

PROCESS

- These dry Areca Leaf Sheaths are soaked in water and thoroughly cleaned using brushes to eliminate the sand.
- The leaves are so arranged as to drain the water.
- These leaves are then pressed in the moulds of various sizes and attractive designs according to the demand-requirements. .
- These plates are then packed as per customer requirements and kept safely.
- These packed plates can be used confidently even after six months.

OBJECTIVES

1. To analyze the causes for the existence of areca leaf plate workers in the study area.
2. To examine the relation between the age and income of the respondents.
3. To examine the relation between the age and earning capacity of the respondents
4. To examine the working condition of the paper workers in the study area.
5. To analyze the causes for selecting this job.

HYPOTHESIS

On the basis of the above framed objectives, the following hypothesis had been framed.

- **There is no relation between the income and expenditure of the laborer**

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 of Regression** by applying the following formula.

$$r = \frac{\sum fxdy - (\sum fdx)(\sum fdy)}{N \sqrt{\sum fdx^2 - (\sum fdx/N)^2} \sqrt{\sum fdy^2 - (\sum fdy/N)^2}}$$

PERIOD OF THE STUDY

This field study period is from August 2019- September 2019.

LIMITATION

The primary data is collected from the workers during the working time itself and their co-operation in responding to the questionnaire was not encouraging. Some time they 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.

METHODOLOGY

The methodology adopted for the present investigation including selection of the areca nut leaf plate workers and objectives of the study together with source of data, sample, selection, period of study, scope and significance of the study and statistical tools used for data analysis. The research work depends, mainly on primary data collected through survey, personal interviews and questionnaire. The use of secondary data to a limited extent is made wherever necessary. Primary data is collected through questionnaire, observation and

discussions. The sample consisted of areca nut leaf plate workers selected systematically respondents from permanent workers respondents from temporary workers the geographic areas in sip cot .The data was collected by personal interview using structured questionnaire.

ANALYSIS OF DATA

Table - 1

INCOME OF THE WORKERS

S.No	Income (In Rs.)	No of workers	Percentage
1	5000-6000	10	9%
2	6000-7000	38	35%
3	7000-8000	42	37%
4	8000-9000	20	19%
	Total	110	100%

Source: Primary data

The above table shows that 9% of the workers are earning income Rs.5000-6000, 35% of workers are earning in the range of Rs.6000-7000, 37% are earning between Rs.7000-8000and 19% of the workers are earning income Rs.8000-9000.

Table - 2

LEVEL OF EXPENDITURE

S.No	Expenditure	No of workers	Percentage
1	3000-4000	9	8%
2	4000-5000	31	28%
3	5000-6000	49	45%
4	6000 above	21	19%
	Total	110	100%

Source: Primary data

The above table indicates that 8% of the workers spend Rs.3000-4000, 28% of the workers spend in the range of Rs.4000-5000, 45% of the workers expenditure level is between Rs.5000-6000 and 19% of the workers expenditure is above Rs.6000 above.

Table - 3

CORRELATIONS BETWEEN THE INCOME AND EXPENDITURE(in Rs)

Expenditure('000-Rs)	Income('000-Rs)				
	5-6	6-7	7-8	8-9	Total
3-4	5	4	0	0	9
4-5	10	12	9	0	31
5-6	9	10	20	10	49
6-7	0	0	11	10	21
Total	24	26	40	20	110

Source: Primary data

The above table shows that the income and expenditure of the areca nut plate workers. 9% of the workers are earning their income Rs.5000-6000 and their expenditure is lies between Rs.3000-4000, 31% of the workers are earning their income Rs.6000-7000 and their expenditure is lies between Rs.4000-5000,49% of the workers are earning their income Rs.7000-8000 and their expenditure lies between Rs.5000-6000,21% of the workers are earning their income Rs.8000-9000 and their expenditure lies between Rs.6000-7000.

Hypothesis

There is no relation between the income and expenditure of the workers.

Since the “r” value is **0.956**, there exists the positive relation between the income and expenditure. Therefore, the null hypothesis that “There is no relation between the income and expenditure of the areca nut leaf plate workers”, has been rejected and another alternative hypothesis has been framed as. “There is a relation between the income and expenditure. Because as the income increases the consumption is also increases that proves the theory of Keynes psychological law of consumption.

FINDINGS, SUGGESTIONS AND CONCLUSION

Findings

- 23% of the sample workers are males and 77% of the sample workers are females.

- The maximum number of workers i.e. 40(36%) are in the age group of 31-40.
- All the workers are educated i.e.62 (56%) of the workers have completed primary level of education.
- 52% of the workers are married, 40% of the workers are unmarried and 8% are the widower.
- The maximum numbers of workers 38% are belong to BC community.
- The maximum numbers of workers 64% are Hindus.
- In the study 74% of the workers live in a nuclear family and 26% of the workers live in joint system.
- The maximum numbers of workers 55% of the workers live in rented house.
- The maximum numbers of workers 37% of the workers earn income in the range of Rs.7000-8000.
- The maximum numbers of the workers 45% expenditure is Rs.9000-10000.
- The maximum number of workers 27% have saving in the range of Rs3000-4000.
- The entire workers are in debt condition 39% of workers have borrowed in the range of Rs4000-5000.
- 64%of the workers are working nearly 8 hours per day.
- 73% of the areca nut plate workers are satisfied with their job in the study area.

Suggestions

Based on the study some suggestion has given for the up liftment of the life of workers in areca nut plate industry and the prosperity of the areca nuts in Thoothukudi. They are as follows:

1. The workers had selected the job only to develop the living conditions. So the government and the management should give sufficient facilities to the workers.
2. Areca nut plate supply should be increased in order to avoid the shortage of work.
3. Sufficient 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 areca nut processors who do not introduce welfare programmers 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 measures to improve the health and hygienic conditions of the laborers in the factory.
9. Every industry must develop the medical and ESI benefits.
10. “Employees state insurance scheme” should also be introduced to the workers in the areca nut industry.

Conclusion

There are multi furious problem in the areca nut plate industry. The most important is inadequate supply of raw areca nuts required for the industry for providing employment to the workers. This has adversely affected the socio economic conditions of the workers in general and women workers in particular. Moreover, the various welfare policies and other measures taken by the government have not helped the areca nut plate workers. Thus all the suggested measures should be followed for improving the produced and export areca nut plate in Thoothukudi.

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ECONOMIC EMPOWERMENT OF WOMEN THROUGH BANK CREDIT IN MAPPILLAIURANI VILLAGE OF THOOTHUKUDI DISTRICT

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INTRODUCTION

Credit is one of the most vital contributions in the process of development. Development has economic, social and political measurement and is imperfect without developing the women who establish about 50 per cent of population. In India, women have played vital part in social reforms, economic development and also in the political process. They have gained much more in the modern periods than what they have been ambitious for ages.

Microcredit is the extension of very small loans (microloans) to underprivileged borrowers who typically lack collateral, steady employment and a noticeable credit history. It is considered not only to support entrepreneurship and alleviate poverty, but also in many cases to empower women and uplift entire communities by extension. As of 2009 an estimated 74 million men and women held microloans that totalled US\$38 billion.

Microcredit is part of microfinance, which provides a wider range of financial services, especially savings accounts, to the poor. Modern microcredit is generally considered to have originated with the Grameen Bank founded in Bangladesh in 1983. Many traditional banks subsequently introduced microcredit despite initial misgivings. The United Nations declared 2005 the International Year of Microcredit. As of 2012, microcredit is widely used in developing countries and is presented as having "enormous potential as a tool for poverty alleviation."

Micro credit in India has helped in poverty eradication, economic empowerment and inclusive growth. This has resulted in the development of a large number of self-help groups in the country, which mobilize savings and recycle the resources generated among the members. The empowerment of women is fastened on their economic status in the society. This status emerges with capacity building facilitated by education, skill, knowledge and information. The changing economic environment throws up new economic opportunities as well as new challenges, which has to be practically faced.

Economic Empowerment of Women

Women, as a group, have been fighting against dowry, sale of girls, domestic violence, and child marriages etc. Women can attain better familial, societal and economic status and can fight against the numerous carnages if some policies are taken to empower them. This necessitates the formation of an environment in which the distribution of power and resources, the opportunity to involve in productive work, chance of access to education, employment, medical care and health services etc. can move in favour of women population. To quest for the appropriate policies for empowering women it is essential to find out the responsible influences of women empowerment and their importance to improve empowerment. Augmented level of empowerment among women increases the significance of women in their family and in the society.

During the last six decades, development planning for women straddled theories as disparate as welfare, development, equality, efficiency & empowerment. Though women constitute half of world population, they are the largest group which is excluded from the benefits of social and economic development.

Empowerment is a way of acquiring the ability and opportunity to participate in decision making and implementation of decisions with proper knowledge of self-dignity and self-confidence. Empowerment of women is nothing but women who live their own life in which they think appropriate, on the basis of their condition of family circumstances, qualities and capabilities of those things, and consider themselves as the best judges.

Economic empowerment of women, including reduction of female poverty require programmes that focus on identifying, developing and promoting alternative approaches to increase women's access to and control over the means of making a living on a sustainable and long term basis. Empowerment is a process that could enable women to get enough strength to challenge their submissive social condition. Strategies are to be designed to enhance the capacity of women and empower them to meet the negative social and economic impacts, which may flow from the globalization process. Different indicators of human development show that women have lesser access to property, resource, education, health facilities, medical care and lower percentage in earned income and finally lower participation in job market, if not least, in decision making power also. Empowerment is the power of decision making i.e. autonomy.

Characteristics of Women Empowerment

Women empowerment processes certain characteristics, they are the following:-

1. Women empowerment is giving power to women; it is making women better off.

2. Women empowerment enables a greater degree of self-confidence and sense of independence among women.

3. Women empowerment is a process of acquiring power for women in order to understand her rights and to perform her responsibilities towards oneself and others in a most effective way.

Women empowerment gives the capacity or power to resist discrimination imposed by the male dominated society.

5. Women empowerment enables women to organize themselves to increase their self-reliance.

6. Women empowerment provides greater economy to women.

7. Women empowerment means women's control over material assets, intellectual resources and ideology.

Rural Credit System

Owing to the ignorance and illiteracy, the rural households borrow to secure a minimum subsistence for himself and his family. The shrewd moneylenders use this chance to exploit them. It has been said that the moneylender tempts rural people to borrow, the lawyer to quarrel and the trader to waste. The handicap of size of holdings was compounded by the fact that a vast majority of them, about 86 per cent, have been condemned to high cost credit from moneylenders; and supply of credit has not been accompanied by technical advice. The size of the family of the borrowers determines the scope of consumption and potentialities of production and thereby the solvency of the borrowers. The family size of the beneficiaries is related to the repayment performance. Credit has directly and indirectly affected the education pattern. Education has positive impact on social life and the quality of life; and vice versa with illiteracy; the educated borrowers have a tendency to utilize their loans on productive and specified purpose (Debrata Das: 2002, p.27).

Self-help groups and Women Empowerment

Self-help groups Emerge as an important strategy for empowering women and alleviating poverty. SHG is a 'people's scheme' and its organization is a significant step towards empowering women. A Self – help Group is a voluntary group, formed to attain some common goals, most of its members have similar social identity, heritage, caste or traditional occupations and come together for a common cause and manage resources for the benefit of the group members. The process of organizing women into SHGs started during the Ninth Plan to provide them permanent for articulating their needs and contributing their perspectives to development, has made tremendous progress as it brought into action more

than a million SHGs all over the country. Participation of people in credit delivery and recovery and linking of the formal credit institutions to borrowers through the SHGs have been recognized as a supplementary mechanism for providing credit support to the rural poor. The SHGs are informal groups formed on a voluntary basis, for providing the necessary support to their members for their social and economic emancipation. These groups are distinct from the co-operative societies, mainly in terms of their size, homogeneity and functions. The Non-Governmental Organizations play an important role in preparing the members by changing their attitude to participate in-group activities.

The NABARD is a pioneer in conceptualizing and implementing the concept of the SHGs through the pilot project of linking the SHGs with the banks. Efforts were also made by the NABARD to popularize the project among bankers and the NGOs by organizing a series of workshops and seminars at different levels. The response from banks and the NGOs was encouraging and positive. Women SHGs play a vital role in enhancing the knowledge, skill and good attitude of their members. The distinguishing feature of the SHGs is creating social and economic awareness among the members. The social awareness enables the members to lead their lives in a sound hygienic environment and pursue a better living. The woman members involve themselves more in taking decisions regarding the education of their children, the investment of the family, managing the economic assets of the family and bringing up cohesion among the members of the family and 24 others for a better living. Every member of the SHGs has felt the need for more involvement in economic activities. The spirit for social and economic up-liftment of members is the significant contribution of each and every SHG.

Microfinance

Microfinance has emerged as a powerful tool for women empowerment in the new economy. In India, microfinance distribution is mainly dominated by Self Help Groups (SHGs) -Bank Linkage Programme. It aims at providing a cost-effective mechanism for providing financial services to the poor section of the society.

Efforts on womenempowerment will help society to get rid of social evils. There is a long way to take people away from poverty but SHGs can become significant tool to achieve this objective through microfinance programs. According to Mukherjee and Purkayastha, SHGs are the most contemporary modes for poverty eradication and women empowerment in India. Microfinance helps poor people including women in getting employment, increasing confidence, enhancing communication skills and in other aspects as well. Women gain greater control over resources like material possession, intellectual resources like knowledge,

information, ideas and decision making at home, community, society and nation through involvement in these microfinance programs.

Microfinance in India roots its history in the year 1970 when the Self-Employed Women's Association (—SEWA) in the state of Gujarat formed an urban cooperative bank, called the ShriMahila SEWA Sahakari Bank. It was promoted with the main aim of providing banking services to poor women employed in the unorganized sector in Ahmadabad City, Gujarat. In the year 1980, Microfinance sector paved its way around the concept of Self-Help Groups (SHGs), informal bodies to provide its client small savings facility and credit services. With the aim of linking informal women's groups to formal banks NABARD in the year 1990 initiated the (SHG) Bank linkage programme and this paved the way to reach the unreached people and initiated the change in the bank's outlook towards low income families. During the same period another apex level institution, SIDBI, initiated the MahilaUdyamNidhi, a project to empower women with access to micro credit through NGOs. According to the State of the Microcredit Summit Campaign 2001 Report, 14.2 million of the world's poorest women now have access to financial services through specialized microfinance institutions (MFIs), banks, NGOs, and other nonbank financial institutions. These women account for nearly 74 percent of the 19.3 million of the world's poorest people now being served by microfinance institutions. Most of these women have access to credit to invest in businesses that they own and operate themselves.

Although women's access to financial services has increased substantially in the past 10 years, their ability to benefit from this access is often still limited by the disadvantages they experience because of their gender. Some MFIs are providing a decreasing percentage of loans to women, even as these institutions grow and offer new loan products. Others have found that on average women's loan sizes are smaller than those of men, even when they are in the same credit program, the same community, and the same lending group. Some differences in loan sizes may be a result of women's greater poverty or the limited capacity of women's businesses to absorb capital. But they can also indicate broader social discrimination against women which limits the opportunities open to them, raising the question of whether microenterprise development programs should do more to address these issues. And looking at the leadership of many MFIs, we see very few women. Their contributions whether setting the vision on a board of directors, designing products and services, or implementing programs are missing. Thus, as the industry becomes more sophisticated in developing targeted products and services, it makes sense to look at both targeting women and empowering women.

Need for the Study

Even after six decades of planned development, Indian women, excluding a privileged minority, have not attained expected success in the foremost stream of life. The situation of woman and her status in any society is an index of the development. Bank credit is at present playing a vital role in empowering women in all respects. Micro-credit has given women in India an opportunity to become agents of change. Poor women, who are in the forefront micro-credit movement in the country use small loans to jump, start a long chain of economic activity. Thoothukudi district is one of the developed districts in the state of Tamilnadu. In view of the foregoing factors, the researcher has undertaken the present study for highlighting the empowerment status of women through bank credit in Thoothukudi district, Tamilnadu.

Features of Microfinance

The important features of microfinance are

1. Microfinance is a tool for the empowerment of poor women;
2. Loans under microfinance programmes are very small;
3. Microfinance targets the poor rural and urban households;
4. Credit under microfinance follows thrift i.e. mobilize savings and lend the same;
5. Low transaction cost due to group lendings
6. Transparencies in operation;
7. Short repayment period;
8. Simple procedure for reviewing, processing and approving loan applications and delivery credit:
9. Chances of miss-utilization are rare and there are assured repayment;
10. Peer pressure act as the collateral security required for loans;
11. Need based loan disbursement;
12. Prompt repayment; and
13. There is no ceiling from the RBI in respect of minimum and maximum amounts.

Objectives of Microfinance Programme

The key objectives of microfinance Programme are as follows:

- To provide need based easy, pocket loans to poor individuals at relatively low interest rates without any collateral.
- To stop the exploitation of the poor caused by expensive informal credit.
- To finance economically and socially viable projects those cannot be financed otherwise

- To empower women within households as decision makers and in society as a development participant of the country.
- To create maximum self-employment opportunities and self-employed people, especially women.
- Reduce poverty and improves the sustainable living standards

Statement of the Problem

In past decades women were controlled to join in any social activities and not given chances in decision making in her family. Low level of skills, lack of access to training, facilities and credit, literacy, ignorance coupled with their imperceptible influence to family economy, controlled mobility as a result of gender bias and lack of relationship facilities are some of the influential factors for the backwardness of the women in the rural areas. Currently the condition has been changed. She is obtained independence to do what she wishes. In today's condition more women are involved in income generating activities. This is a because of the initiatives taken by NGOs, microfinance institutions and Government institutions in providing micro credit to weaker section of people who are financially excluded.

Bank credit programmes for women are progressively seen by development agencies as effective poverty alleviation intervention, high repayment rates are interrelated to mean that women are using loans productively and controlling credit. The micro credit lending scheme is implemented by different agencies in different forms. But the only purpose is to provide easy adequate, opportune micro credit at the least cost to poor women not only to benefit them but also their families.

Objectives

- To provide need based easy, pocket loans to poor individuals at relatively low interest rates without any collateral.
- To empower women within households as decision makers and in society as a development participant of the country.
- To create maximum self-employment opportunities and self-employed people, especially women.
- Reduce poverty and improves the sustainable living standards
- Provision of community infrastructure as an essential pre-condition for self-sustained growth.
- Development of agriculture and related activities using local knowledge and local

resources apart from modern techniques to reduce the incidence of poverty and unemployment.

Limitations

The present study is a simple attempt to make an understanding of implications and experience of literature of microfinance on the grounds of reality. Since the study is a part of learning process, the area covered in the study is very small and based on limited sample size too, which forms major limitation of the study. Being subjective, to the area and samples drawn for the study, the study can be treated as simple empirical illustrative attempt in the field of vast and mounting literature on microfinance. So, furthermore comprehensive and similar empirical studies are essential for confirming the results. Present study excluded some important aspects related to self -help groups like group savings and internal lending; as sample consists of individuals belong to groups with different maturity periods. The study can be extended by adopting more scientific sampling like stratified sampling and by including a group of nonparticipants of microfinance programs belong to similar socio-economic background, will further help to improve the effectiveness of the study.

Methodology

The methodology of the research investigation. After formulating the hypotheses for the study, suitable research strategy is planned. Further the construction and validation of tools used in this investigation and the procedure adopted in the collection of data are also dealt with. This study intends to collect data pertaining to the socio economic status of self -help group members, perception of self-help group leaders, community leaders and bankers about the functioning of self -help group, guidance at the time of need in approaching the bank, organizing meetings, availing and repayment of loan, economic activities undertaken by the SHG, taking up social issues, bank linkages with women SHG etc.

Analysis of the Study

TABLE -1
AGE WISE CLASSIFICATION OF RESPONDENTS

S.No	Age group	No. of Respondents	Percentage
1.	20-25	45	38%
2.	26-30	25	21%
3.	31-35	22	18%
4.	40 above	28	23%
	Total	120	100%

Source: Primary data

The Above table explained about age wise classification of respondents. 38% are in the age 20-25, of the respondents. 21% are the age of 26-30, 18% are in the age of 31-35, 23% are in the age of above 40 of the respondents.

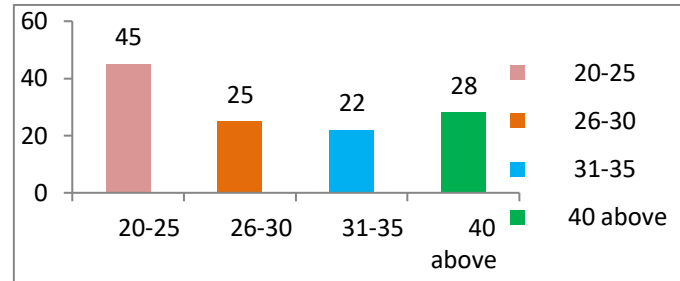


TABLE -2

EDUCATIONAL STATUS OF RESPONDENTS

S.No	Education qualification	No. of Respondents	Percentage
1	Illiterate	50	42%
2	Primary	34	28 %
3	High school	24	20 %
4	Higher secondary	7	6 %
5	Degree	5	4 %
	Total	120	100 %

Source: Primary data.

The above table explained about the Educational status of the respondents. 42% are illiterates, 28% are primary education, 20% were the High school, 6% are the education status of respondents. 4% were the degree of education status of respondents respectively.

Table 1.3

OCCUPATION OF THE RESPONDENTS

S. No	Occupation	No.of. Respondents	Percentage
1	Self employed	45	38 %
2	Private employee	5	4 %
3	Housewife	30	25%
4	Fish Vendor	4	3 %
5	Dairy	8	7%

6	Animal Husbandry	3	3 %
7	Petty shop	3	3%
8	Business	5	4 %
9	Tailoring	17	17 %
	Total	120	100%

Source: Primary data

The above table explained about occupation of the women respondents. 38% of were self-employed in the sample respondents. 4% of private employee respectively. 25% of housewife of the respondents. 3% were fish vendor of sample respondents. 7% Dairy are respondents. 3% were Animal husbandry of sample respondent. 3% of petty shops are the background of sample respondent. 4% were the business of respondents. 17% of tailoring in occupation background status of sample respondents respectively.

Table -4
SOURCES OF LOAN

S.No	Loans availed	No.of. Respondents	Percentage
1	Commercial Banks	55	46%
2	Co-operative Banks	35	29%
3	Different agencies	15	12%
4	Micro Finance	10	8%
5	Private Banks	5	4%
	Total	120	100%

Source: Primary data

The above table are explained about Loans availed from respondents. 46% were commercial banks of sample respondents. 29% are the co-operative banks of the loan availed from respondents. 12% were Different agencies of the respondents. 8% of Micro finance is the respondents. 5% of private banks of the loan availed from bank respondents respectively.

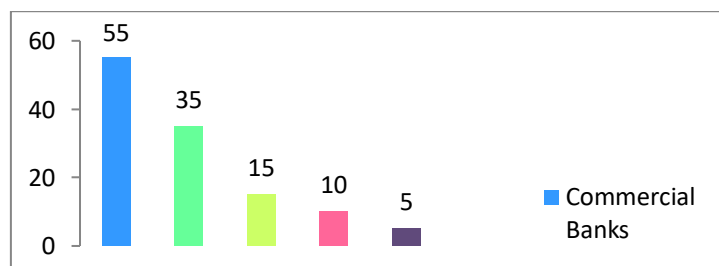


Table -5
PERIOD OF SANCTIONING OF LOANS

S.No	Particulars	No.of. Respondents	Percentage
1	Immediately	24	20%
2	One week	36	30%
3	One month	18	15%
4	Three months	22	18%
5	More than three months	20	17%
	Total	120	100%

Source: Primary data

The table explained about Banks to sensation loans of Respondents. 20% were immediately sensation loan of respondents. 30% of one week of sensation loan of respondents. 15% were one month of sensation loan of respondents. 18% were three months of sensation loan of respondents. 17% are the more than three months of loan of respondents respective

FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS

- The age wise 20-25 are the maximum percentage of 38% and 31-35 of minimum percentage 18% of the age wise Respondents.
- The Education status 42% are the illiterate and 28% are the Primary 20% is the High school and 4% are the degree completed of the Respondents.
- The Occupation of spouse 42% are in minimum of the private firms. 54% are maximum of Daily wages of the Occupation of the Respondents.
- The Loans availed maximum of 46% was commercial banks. 4% were minimum of the Private Banks of Loan availed of Respondents.
- The Sensation Loan 30% of Maximum of one week of sensation loan of respondents 17% is the more than Minimum three month of loan of respondents respectively.

SUGGESTIONS

- There is a positive relationship between micro-credit and women empowerment.

- Other factors such as training facilities, social awareness, advising regarding the usage of micro-credit and other non-financial services, also have impacts on women empowerment.
- The micro-credit loan facilities for self-employment are not enough in empowering poor women in rural areas because the other factors have strong impacts on that.
- Women entrepreneurs faced many obstacles in marketing their products, because of the family responsibilities.
- The awareness and education programmes should be introduced to enhance the knowledge regarding accessibility to loans, various funding agencies procedure regarding certification, awareness on government welfare programmes, motivation,
Technical skill and support from family, government and other organizations..
- Loan and subsidy amount should be raised.
- Bank interest may be reduced.
- Bank service should be improved.
- Literacy level should be improved.

CONCLUSION

Microfinance has emerged as an alternative development policy over the past three decades. Regarding microfinance methodologies, two approaches minimalist and integrated have emerged with financial inclusion and poverty alleviation objective respectively. There are a few distinctive models of microfinance evolving differently and in different environments. In the last ten years, the microfinance sector has experienced a rapid growth in the financial services in terms of outreach. However, the impact of microfinance on poverty and empowerment is still contestable. The existing literature on microfinance claims that microfinance enables women to acquire skills and increase income, household welfare and empowerment in the social and political areas of society. In our study, the impact on household welfare is limited while the vulnerability effect is positive. The study concludes that microfinance is a necessary but not a sufficient condition for welfare and empowerment. Other inputs, such as identification of livelihood opportunities, selection and motivation of the micro-entrepreneurs, business and technical training, establishing of market linkages and infrastructure are also required. In the absence of these, microfinance by itself works only for a limited and familiar set of activities such as livestock rearing and petty trading. Merely

extending the financial services, one cannot ensure the women's empowerment. In order to empower women, it is important to help women to increase their role in decision-making and control over income and investment.

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A STUDY ON INFLUENCE OF EMI PAYMENTS ON SALES OF SATHYA AGENCIES IN THOOTHUKUDI TOWN

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INTRODUCTION

An equated monthly instalment (EMI) is a fixed payment amount made by a borrower to a lender at a specified date each calendar month. Equated monthly installments are used to pay off both interest and principal each month so that over a specified number of years, the loan is paid off in full. With most common types of loans, such as real estate mortgages, the borrower makes fixed periodic payments to the lender over the course of several years with the goal of retiring the loan.

An equated monthly instalment (EMI) is a method of paying the total amount in small instalments which are called as equated monthly instalments are used to pay both interest and principal each month over several years, the loan is paid off in full. A consumer durable loan is a finance option for the purchase of household appliances, electronic goods, automobiles, furniture, jewellery, and sporting goods. Lenders check your annual income and credit history of the individual and lend the loan. Since consumer durable loans are unsecured loans, lenders particularly look at your repayment history and CIBIL Score (Credit Information Bureau India Limited). It is advisable to check your CIBIL Score on a regular basis and make sure there are no errors and the overall report looks positive to the lender. Documents that are required to seek a consumer durable loan vary from lender to lender. Generally, the list of documents includes: Identity proofs such as PAN Card, Voter's ID, Aadhar Card etc and Address proof such as Passport, Driver's License, Electricity Bill. Consumer durable loans generally have flexible period for paying back ranging from 8 to 36 months. Bajaj electronics is a platform that offers home appliances and electronic gadgets of various companies for sale. Customers can buy on cash basis and financing facility is available inside the store for giving consumer durable loan offered by four companies. They are – Bajaj finserv, Capital first, Tata capital, HDFC.

Features of the following companies

Sathya agencies (data taken from the company website) Loans up to Rs. 4 lakhs get a loan up to Rs. 4 lakhs to buy the latest electronics on easy EMIs only on the

EMI Network. Flexible EMI period. When you buy something on the EMI Network, you can choose a repayment tenor that fits your budget the best, up to a maximum of 24 months. EMI Card the Bajaj Finserv EMI Card helps you buy the latest electronics on easy EMIs with a simple swipe. Instant approval waiting for days to get an approval is a thing of the past. Fill an online form or talking in-store with representatives for instant loan approval. Nil foreclosure charges if you choose to foreclose your loan any time after the first EMI is paid, you can do so without any additional charges. Minimal documents required. The documents required to buy electronics on the EMI Network are minimal. They include an address proof, a photo ID, a photograph, and a cancelled cheque. Access to an online account for customers everything about your loan, from the amount due, payment schedule, interest certificates, is easily available online.

Features of capital

- Instant online approval in 2 minutes
- Maximum tenures of up to 36 months
- Get approval online, walk in to the store and walk out with the product
- 0% Interest Charges and Minimal Documentation Features of Tata capital first (data taken from the company website)
- On-spot approvals • 0% interest and minimal documentation • Enhanced loan limit up to Rs 5 lacs and tenure up to 36 months
- No hidden charges, NIL foreclosure charges
- Enhanced approved limits for applicants desirous of availing finance of Credit Life Insurance / Extra Warranty.

The impact of part payments on EMI

Part payments reduce the outstanding loan amount, which in turn reduces the interest amount due. Without changing the EMI post part payment, the contribution of EMI towards principal repayment increases. Thus the loan gets repaid faster.

How is the borrowed amount and interest due paid through EMIs?

Each EMI repays a part of principal i.e. the borrowed amount and the interest due on the borrowed amount. The proportion of each EMI utilised for repayment of principal and interest, however, varies over time.

Banks and financial institutions, in general, calculate EMI through a common mathematical formula. Thus, for a given loan amount, tenure and interest rate, the EMI calculated and the amortisation schedule offered by banks and Non-Banking Financial Companies (NBFCs) will typically be similar. This means that pattern of reduction of principal amount through payment of each EMI will typically follow similar trend across all financial institutions.

It is a well-known fact that the initial EMIs contribute more towards payment of interest due as compared to the principal amount. However, during the tenure of the loan, subsequent EMIs contribute more towards repayment of principal amount as compared to previous EMIs

Objectives of the Study

1. To find factors that motivates customers to buy in EMI method.
2. To find the impact of EMI documentation on customers of Sathya agencies.
3. To know the customer perception on the EMI purchasing method.

Understanding Equated Monthly Installments (EMI)

EMIs differ from variable payment plans, in which the borrower is able to pay higher payment amounts at his discretion. In EMI plans, borrowers are usually only allowed one fixed payment amount each month. The benefit of an EMI for borrowers is that they know precisely how much money they will need to pay toward their loan each month, which makes their personal budgeting process easier.

Equated Monthly Instalment Formulas

The EMI could be calculated using the flat rate method or the reducing balance method. The EMI flat rate formula is calculated by summing the principal loan amount and the interest on the principal. The sum is divided by the number of periods in months.

The EMI reducing balance method is calculated using the formula:

$$(P \times I) \times ((1 + r) n) / (t \times ((1 + r) n) - 1)$$

In which

P - is equal to the principal amount borrowed,

I- is the annual interest rate,

r -is periodic monthly interest rate,

n- is the total number of monthly payments and

t -is the number of months in a year.

Generally, EMI Banking is stands for Equated Monthly Instalment, a fixed amount of money that a person has to pay to Bank or NBFC every month at a particular date in order to return loan, the person has taken at the time of purchase of any product either online or offline.

Advantages of EMI

- Freedom to Buy Expensive Utilities:
- EMI gives a chance to consumers to buy expensive utilities which they won't be able to buy otherwise.
- Be it expensive household items, a vehicle, gifts and jewellery for wedding or a house itself, EMI helps you buy anything and everything.
- As consumers get a chance to divide the amount in monthly installments and pay it off easily, they make the purchase and enjoy the benefits.
- This gives an advantage to not only buyers of such expensive utilities but also to the traders and sellers.
- EMIs are like a wishing bone for common man.

ANALYSIS OF DATA

TABLE1.1 Age wise analysis of Respondents

S.No	Age	No.of Respondents	Percentage (%)
1	20-30	68	61.8%
2	30-40	20	18.2%
3	40-50	16	14.5%
4	50-60	6	5.5%
	Total	110	100%

Source: Primary data

This table shows the age composition of the respondents. Out of 110 respondents 61.8% of them belong to the age group 20-30years,18.2% of them belong to the age group 30-40 years,14.5% of them belong to the age group 40-50 years,5.5% of them belong to the age group of up to 50-60 years

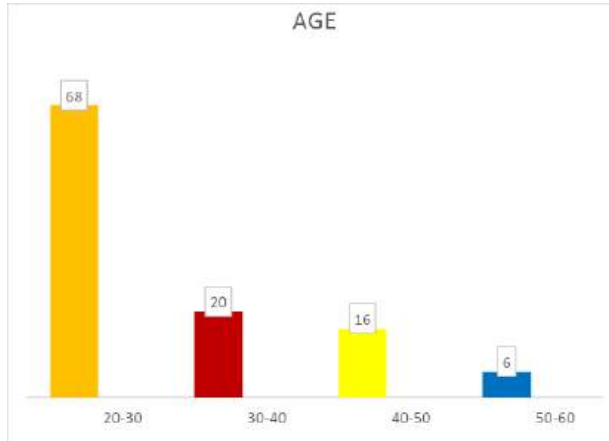


Table 1.2

Sex wise analysis of the Respondents

S.No	Sex	No.of the Respondents	Percentage%
1	Male	82	74.5%
2	Female	28	25.5%
	Total	110	100%

Source: Primary data

This table shows the sex compositions of the respondents. Out of 110 respondents 74.5% respondents are female and 25.5% of the respondents are male.

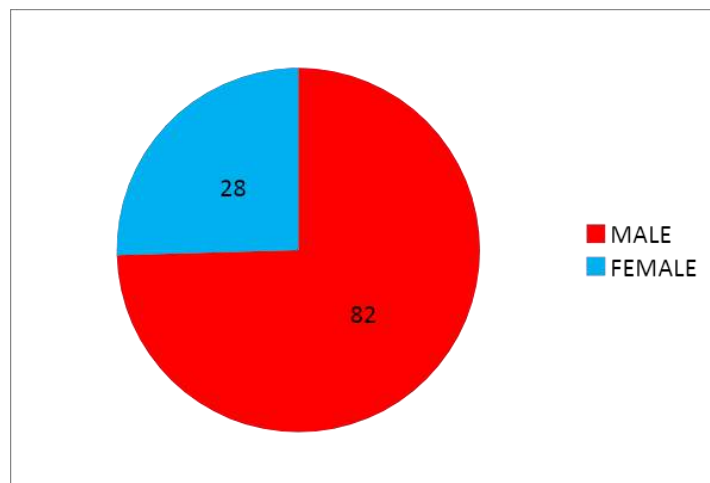


Table: 1.3

Purchase to EMI Method of the respondents

S.NO	Purchase to EMI Method	No.of Respondents	Percentage (%)
1	Zero Interest	42	38.2%
2	Low down payments	28	25.5%
3	Easy to manage money	30	27.3%
4	Other reasons	10	9%
	Total	110	100%

Source: Primary data

This table shows that 38.2% and 25.5% of the respondents are Zero Interest and low down payments of the purchase to EMI Method. 27.3% and 9% of the respondents are Easy to manage money and other reasons of the purchase to EMI Method.

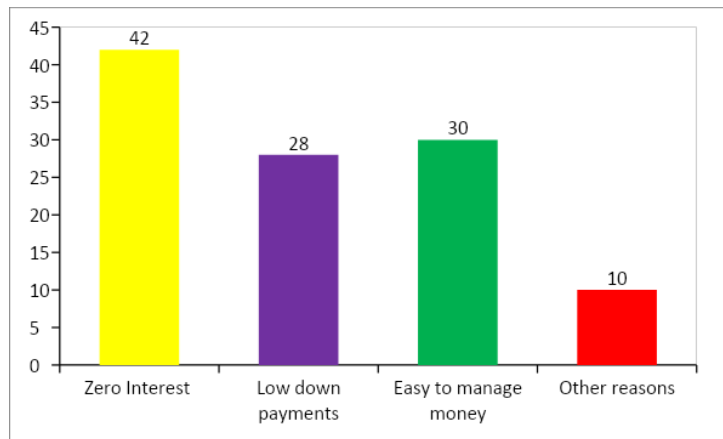


Table 1.4

Convenient to use for purchase of the respondents

S.NO	Convenient to use for purchase	No.of the Respondents	Percentage (%)
1	Credit Card	28	25.5%
2	EMI Card	82	74.5%
	Total	110	100%

Source: Primary data

The above table explain that the respondents Convenient to use for purchase of the respondents. 25.5% of the respondents are use for Credit Card purchase and 74.5% of the respondents are use for EMI Card purchase.

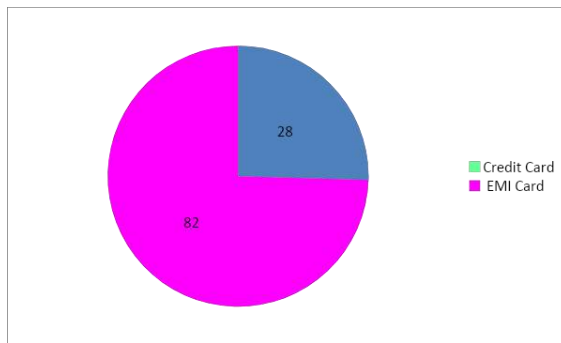


Table : 1.5

Convenient to pay of the respondents

S.No	Convenient to pay	No.of the Respondents	Percentage (%)
1	3 months	15	13.6%
2	6 months	12	10.9%
3	12 months	67	60.9%
4	18 months	10	9.1%
5	24 months	6	5.5%
	Total	110	100%

Source: Primary data

This table shows that 13.6% of the respondents are 3months, 10.9% of the respondents are 6 months, and 60.9% of the respondents are 12 months, 9.1% of the respondents are 18 months, 5.5% of the respondents are 24 months.

FINDINGS, SUGGESTIONS AND CONCLUSION

Findings

1. Majority of the respondents are (61.8%) between below 20-30 years.
2. 74.5% of the respondents are males and 25.5% of the respondents are females.
3. The maximum numbers of the 38.2% of the zero interest
4. 25.5% of the respondents are used for Credit Card purchase and 74.5% of the respondents are used for EMI Card purchase.
5. 34.5% of the respondents are Cash Purchase and 65.5% of the respondents are EMI Purchase.

Suggestions

- Issuing more EMI cards can encourage customers for EMI purchases.

- If the existing EMI card users are not using EMI card regularly then the card will be blocked by the company. This is stopping the customer from purchasing. If this card blocks are stopped, then there is a scope for increasing the EMI sales.

- The documentation process is time consuming for the new customers for getting a loan. Decreasing of this process time can bring a positive attitude among the customers regarding the consumer durable loan.

- Most of customers are not getting loans because of less CIBIL score. There are some cases where loans are not approved where customers won't get loans just because of 1 or 2 less points. If the companies can approve loans for those cases who have low CIBIL score 1 by just 1 or 2 points, then EMI sales can be improved.

- Bringing more awareness in the rural areas and towns regarding the consumer durable loans can improve the sales by EMI.

Conclusion

By this study I have observed that the main motivational factors that are influencing customers in the Sathya agencies are 0% interest rate on the consumer durable loan. Customers are preferring to buy on EMI basis because they are getting high cost products just by very low-down payment and even zero down payment on specific products which is a delightful feeling. Some customers are happy in taking products on EMI basis because the amount deducted every month is very small amount which is easy and better than paying the whole amount at a time. EMI documentation is done by taking few documents then loan is approved in period of 15-20 minutes and the payment is done according to the scheme approved to the customer. Out of 110 people as sample 72 Customers like purchasing through EMI and 38 persons are using cash Purchase on their shopping. Existing customers have a positive perception towards the EMI method are likely to suggest others regarding EMI purchasing, but there are major problems addressed by customers are found in this study which are mostly card block issues and low limit issues. Reducing this problem of the customers can boost the EMI sales.

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**A STUDY ON CUSTOMER SATISFACTION ON HAIR OIL AND BEAUTY CREAM
WITH SPECIAL REFERENCE TO PATANJALI PRODUCTS
IN THOOTHUKUDI TOWN**

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INTRODUCTION

In Indian scenario, perceptions and preferences about a particular brand are important because Indian customers rely on the perception of their near and dear ones before actually buying or using the product. The perceptions and preference of the people around us affect our decision to buy or not to buy the product. Perceptions are highly subjective and thus easily distorted. The qualm of buying and not buying continues into the mind or the black box of the prospective consumer unless his decision is not supported by many. Thus in order to survive in the marketing environment of a country like India, brands need to be positioned in the minds of people. India is already an attractive destination for brands to set in due to favorable marketing conditions. India has known to be a hub of Herbal brands as well since the herbal products are deeply associated with the spirituality sentiments of the people. A WHO (World Health Organization) study estimates that about 80 percent of world population depends on natural products for their health care instead of modern medicines primarily because of side effects and high cost of modern medicine. The worldwide herbal market products are around \$6.2 billion and estimated to reach \$5 trillion by the year 2050. This paper carries out a study on what factors affect buying decision of the buyers for brand.

PATANJALI

Patanjali Ayurveda Kendra Ltd was founded by Swami Ramdev and AcharyaBalkrishna in 2006. It started its operation in Katmandu, Nepal to provide holistic, natural and effective ayurvedic treatment. Patanjali Ayurveda Limited (PAL) has three manufacturing units at Haridwar, Uttarakhand with its registered office in New Delhi. The initial project of Ramdev was his PatanjaliYogpeeth and since its inauguration in 2006, it has been labeled as one of the largest centers for research on yoga and Ayurveda in the world. The central government and Patanjali had invested huge funds in the Food and Herbal Park at Haridwar. It has been estimated that individuals will get direct employment and two lakh people will benefit indirectly from the park. The park will produce agricultural products,

products related to nature and products related to herbs and plants. The food park has the current capacity to produce tons of food and supplements, juices and candies, cosmetics and herbal products. It requires 1.72 lakh metric tons per year of raw material as an input. According to India info line finance Ltd. IIFL, AcharyaBalkrishna accounts for 94% of the share and the remaining stake are owned by Sarwan and SunitaPoddar, an NRI couple. However, Baba Ramdev does not own any stakes but plays an important role in the brand gaining visibility by marketing Patanjali's product in his yoga camps.

Patanjali has grown from strength to strength and is giving big player FMCG companies a run for their money. With recording net sales worth Rs. 2000 crores last year and targeting a net sale worth Rs. 5000 crores this financial year ending in a few days, Patanjali has really come a long way. Everything is working right for them. This type of growth is very astonishing or an Indian company competing with foreign players like HULS, P&G and Nestle. It has already crossed the sales of many established players. Baba Ramdev, price and quality are the three most important factors working for them. With trade analysts estimating that Patanjali will cross the Rs. 20,000 crores mark by 2020, it is definitely a force to reckon with and take notice of before it's too late.

The FMCG market of India is filled with competitors with Hindustan Unilever Limited (HUL) and Colgate dominating it. Other considerable players of the market include Dabur, ITC, and Emami. Despite of major competition Patanjali emerged as one of the fastest growing brand of India.

“An Indian FMCG started Patanjali Ayurveda Ltd. in 2008 by Ram Dev and Acharya Balkrishna located in Haridwar. This company has claimed revenue of Rs. 5000 Crore, making the top names in game sweat.”

People started waking up in the morning with voice of Baba Ram Dev addressing thousands of people telecasted on TV. He would tell them how to do yogic exercises and complementary tips to stay fit.

Almost 10 years later, I found Baba Ram Devs presence in another form, Patanjali Ayurveda. And this is happening in a house which had Pantene, Dove, Maggi and products of all the top FMCG brands in the World.

When Baba Ram Dev established his own identity in customers mind, he then used the following interconnected Strategies to establish his brand identity in the Indian market

Product strategy

Beyond Patanjali's flagship ayurvedic range of products, their strategy is to simply create products that people are already used to using and not to try to innovate with the core positioning of the product (think cereals, biscuits e.tc). Even the product names are very much similar. This is very clever and significantly reduces the friction for the end consumer, as this requires no change in their behavior if they opt for Patanjali products.

Brand Strategy

Alright, so you have got 2 or more products that offer the same benefits, now how do we get the people to pick our product (which is new to them) over something they have already been using. Simple – Promise them something that they want but other product doesn't offer. So Patanjali says pick our product – it is the same product with no harmful chemicals and with the herbal and organic essence. Plus, by buying our products, you are ensuring the money you spend stays in India. And the additional value propositions are true for all their products and that is the reason they have branded every product as a Patanjali product. While the existing FMCG brands, for the sake of the growth, are forced to find new product categories and force change in consumer behavior through huge investments in mass marketing, Patanjali can simply offer a “no chemicals and Swadeshi Alternative” to the people who have got used to this new product.

Timing

The consumer been growing rapidly and is an at all time high. So there couldn't have been a better time to launch a brand that offers “No harmful chemicals”. awareness about the impact of the harmful chemicals, in what they eat and used to products.

Loyal community

While one might be tempted to believe that Patanjali has grown exponentially with in such a short span of time, the fact is that it is the result of around 20 years of rigorous hard work around Yoga and Ayurveda by Ram Dev. In those 20 years Ramdev has built an extremely loyal community.

Pricing

Affordability factor of Patanjali products is one of the reasons for popularity. As Baba Ram dev said, the purpose of Patanjali is Upkar and not Vyapar, hence his products are reasonably priced. Further such pricing strategy surely helped Patanjali products in

penetrating their roots in middle and lower middle-class population, given that their products are close substitute to the consumer goods produced by major FMCG Companies.

Background of the Study

The traditional uses of herbal products have a substantial historical and cultural importance. Although modern chemical-based products exist side by side and have also gained popularity with the emerging era. Spiritual organizations are launching and selling their own products for the customers to capture the market influencing the consumption behaviour of masses, which mainly depend on natural and herbal products. Baba Ramdev's Patanjali Ayurved launched in 2006 is perhaps the fastest growing fast-moving consumer goods company in India. A business revolution marketing through spirituality and an ayurvedic magic wand for healthy living.

Objectives of the Study

1. To study the satisfaction level of consumer.
2. To know the attributes that a customer keeps in mind while buying Patanjali products
3. To study the brand perception of Patanjali in the minds of consumer.
4. To know the source of consumer preference.
5. To study the customers awareness level and preference towards Patanjali cosmetic products.
6. To identify the customers satisfaction level and problems faced by the customers in Patanjali Cosmetic products.

Statement of the Problem

Since Patanjali Ayurveda Ltd. is a leading fast moving consumer goods company with a tremendous growth in the past few years, it is a growing threat to the other influential FMCG's. Hence to study the growing market of Patanjali our aims to determine what factors are responsible for giving Patanjali a head over others FMCG's. This study will determine the different distribution channels through which Patanjali is pushing its products in the market.

So, the statement of the problem is that which factors are working for Patanjali and the perception of these factors towards the consumers along with the most popular product portfolio among its various distribution channels.

Limitations of the Study

1. This study was restricted to Thoothukudi city only.
2. The study is based on the opinion expressed by customers only.

3. This study was fully based on respondents' view; hence there are more chances for Human bias
4. Time constraint is the major limit of this study.

Analysis of the Study

TABLE -1
AGE WISE ANALYSIS OF THE RESPONDENTS

S.No	Age	No. of Respondents	Percentage
1	15-20	60	54.5%
2	20-25	20	18.2%
3	25-30	16	14.5%
4	30-35	8	7.3%
5	35 above	6	5.5%
	Total	110	100%

Source: Primary Data

This table shows the age wise of the respondents. Out of the 110 respondents 54.5% of them belong to the age group 15-20years, 18.2% of them belong to the age group 20-25years, 14.5% of them belong to the age group 25-30 years, 7.3% them belong to the age group 30-35 years, 5.5% of them belong to the age group of up to above 35 years.

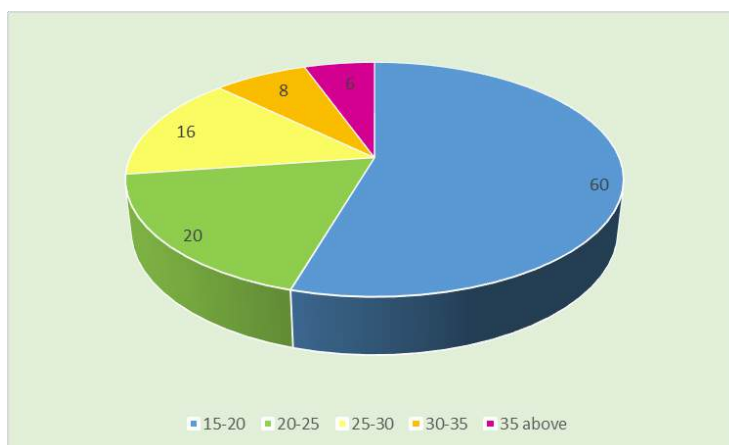


TABLE1.2**MONTHLY INCOME LEVEL OF THE RESPONDENTS**

S.No	Level of Income (in Rs)	No. Of. Respondents	Percentage
1	5000-7000	8	7%
2	7000-9000	12	11%
3	9000-11000	49	45%
4	11000-13000	41	37%
	Total	110	100%

Source: Primary data

From the above table 7% of the respondent's income between Rs 5000-7000, 11% of the respondent's income between Rs 7000-9000, 45% of the respondent's income between 9000-11000, and 37% of the respondent's income between Rs 11000-13000.

TABLE- 1.3**MONTHLY EXPENDITURE OF THE RESPONDENTS**

S.No	Expenditure (in Rs)	No.of. Respondents	Percentage
1	500-1000	32	29%
2	1000-1500	46	42%
3	1300-2000	22	20%
4	2000-2500	10	9%
	Total	110	100%

Source: Primary data

This table reveals that 29% of the respondents spent between 500-1000, 42% of the respondents spent between 1000-1500, 20% of the respondents spent between 1300-2000, and 9% of the respondents spent between 2000- 2500 percent of per month.

TABLE- 1.4
FREQUENCY OF BUYING COSMETICS OF THE RESPONDENTS

S.No	Frequency	No of Respondents	Percentage
1	Rarely	20	18%
2	Frequently	38	35%
3	Very frequently	52	47%
	Total	110	100%

Source:Primary data

This table shows the buying cosmetics of the respondents. Out of 110 respondents 18% of the respondents are rarely and 35% of the respondents are frequently and 47% of the respondents are very frequently.

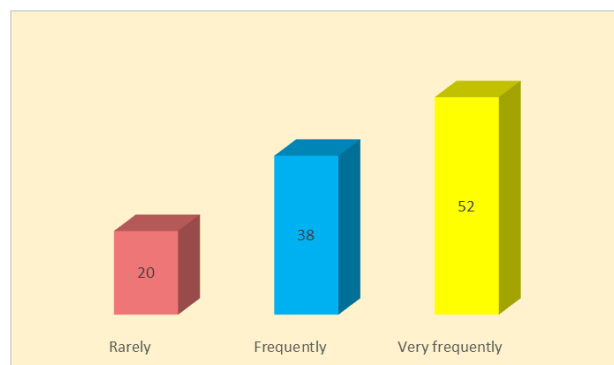


TABLE-1.5
CHOOSING COSMETICS OF THE RESPONDENTS

S.No	Choosing cosmetics	No. Of. Respondents	Percentage
1	Peer group	17	16%
2	Family	10	9%
3	Workplace	26	23%
4	Advertisement	57	52%
	Total	110	100%

Source: Primary data

This table shows that 16% of the respondents are peer group, 9% of the respondents are family, 23% of the respondents are workplace, and 52% of the Respondents are advertisement.

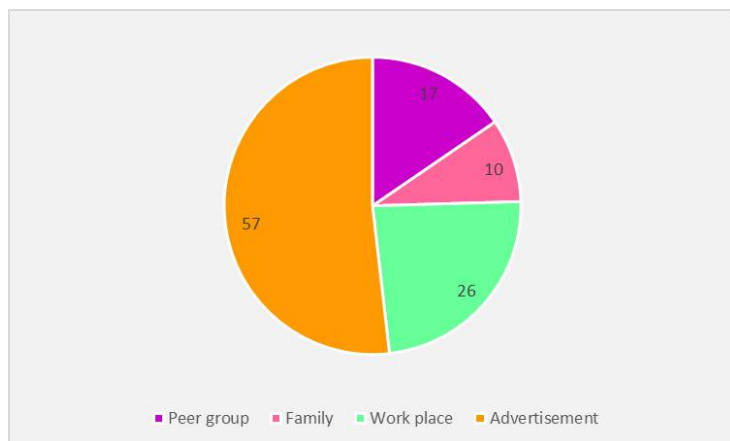


TABLE-1.6

REASONS FOR PREFEREING PATANJALI PRODUCTS

S.No	Reasons	No. of. Respondents	Percentage
1	Price	12	11%
2	Advertisement	59	54%
3	Features	11	10%
4	Packing	7	6%
5	Brand	21	19%
	Total	110	100%

Source: Primary data

These tables show that 54% of the respondents are preferred due to advertisement 11% of the respondents are price 10% of the respondents are features, 6% of the respondents are packing and 19% of the respondents are brand

TABLE-1.7

PREFERED OF THE COSMETICS

S.No	Preferred of Cosmetics	No. Of. Respondents	Percentage
1	Ayurvedic	79	72%
2	Chemicals	20	18%
3	Both	11	10%
	Total	110	100%

Source: Primary data

This table shows that 72% of the respondents are ayurvedic, 18% of the respondents are chemicals, and 10% of the respondents are both.

Findings

- Out of the 110 respondents 54.5% of maximum them belong to the age group 15-20years, 5.5% of them belong to the age group of up to above 35 years of the respondents.
- Monthly level of income 45% maximum of the respondents income between Rs 9000-11000, 7% minimum of the respondents income between Rs 5000-7000 Respectively.
- The monthly expenditure 42% maximum of the respondents spent between Rs 1000-1500 9% minimum of the respondents spent between Rs 2000- 2500 percent of per month.
- The buying cosmetics of the respondents 47% maximum of the respondents are very frequently 18% minimums of the respondents are rarely.
- The choosing cosmetics 54% maximum of the respondents are advertisement 19% minimum of the respondents are family respectively.

Suggestions

- To provide Patanjali cosmetic products for available all the nearest retail shops and stores.
- The samples should be distributed to the people.
- The package of the product should be more attractive to increase the sales.
- Offers and discounts should be announced frequently.
- The price of the Patanjali cosmetics product can be reduced which would attract more
- The manufacturers can conduct a survey for knowing the consumer need.
- Frequent Product offers to be given
- Ingredients of the products should be made clear in the package to satisfy the customers
- Patanjali stores should be opened in rural areas
- Quality of the products should be checked frequently
- Attractive advertisements to be posted in many social media
- Avoid selling other local brand products in Patanjali retail stores.

Conclusion

Ayurvedic and Herbal remedies are available in all Patanjali and organic stores. Ayurvedic products are reasonably cost effective and well accepted by customers. They are easily available and do not have side effects. With its rich bio-diversity and rich heritage of Indian medicinal system, India would draw world attention as an abode of eco-friendly medicinal systems that are in harmony with the nature, it is concluded that all the customers are aware of the product, and the customers are satisfied with the quality and price of the products. Living healthy is the wish of each and every human being in the world. Recently there are many news which are not positive regarding the products that we use both internally and externally. This has made the consumers to shift to herbal and ayurvedic products and with this context the study has been done to identify the consumer's satisfaction on the Patanjali ayurvedic products. The study reveals that majority of the consumers are satisfied with the Patanjali products and the variables namely marital status, period of usage, amount spent, and suggestion to purchase are associated with the level of satisfaction on Patanjali products.

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ISLAM MARRIAGES – A SOLEMN PACT

MAHR (Dowry)

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Abstract

Allah created man in a manner that he is incomplete and imperfect without a spouse. Mahr (Dowry) Islam has honored the woman, and given her the right of ownership, and imposed on man to give her dowry as her due right to take her content on the right of her husband's guardianship over her. A woman possesses her dowry by virtue of the marriage contract, and it becomes due to her in whole, once her husband has gone into her or by being with her in seclusion. Holy Quran enhances simplicity and honesty in the marriage bond. Wedding is an integral part of Islam culture and are mandated by the Holy Quran as one of the primary duties of a muslim.

Keywords: Holy Quran, barakah, Mahr, fornication.

Marriage

Islam is one of the prominent religions in the world with over 1.6 billion zealous followers of the religion. Wedding is an integral part of Islamic culture and are mandated by the Holy Quran as one of the primary duties of a Muslim. It enables a Muslim to preserve and multiply Islam through his family and future generations. Allah created man in a manner that he is incomplete and imperfect without a spouse. Man may upgrade his knowledge, faith and excellences, but he shall never reach the desired perfectness if he does not get a spouse.

"They (wives) are as a dress for you (husbands) and you are as a dress for them"

Mahr

Mahr (Dowry) Islam has honored the woman, and given her the right of ownership, and imposed on man to give her dowry as her due right to take her content on the right of her husband's guardianship over her. It is unlawful for anyone to take her dowry or part of it without her consent. It is recommended to ask light dowry and to name it in the contract. There is greater barakah (Blessing) in the women whose dowry is the least. There is no limit, however, to set as a maximum for dowry. It would also be valid as a dowry to teach bride how to read the Qur'an. It is permissible to pay all or part of the dowry up front, or defer it

all, or part of it to a future time. It is commended to pay part of the dowry up front. But if a time has been slated to pay the dowry there is no harm in that, otherwise, the bride may demand or reject her upon her husband's death or divorce.ⁱIt is acceptable for a father to give his daughter in marriage for a dowry equal to that of a girl one, or less or more. A woman possesses her dowry by virtue of the marriage contract, and it becomes due to her in whole, once her husband has gone into her or by being with her in seclusion.

Etymology

The word *mahr* is related to the Hebrew word "mohar" and the Syriac word "mahrā", meaning "bridal gift", which originally meant "purchase-money". The word implies a gift given voluntarily and not as a result of a contract, but in Muslim religious law it was declared a gift which the bridegroom has to give the bride when the contract of marriage is made and which becomes the property of the wife.ⁱⁱAmong Pre-Islamic Arabs, a *bride price* called *mahr* was an essential condition for a legal marriage. The *mahr* was given to the guardian (*wali*) of the bride, such as her father, brother or another relative.ⁱⁱⁱ

Al- Mahr

Mahr is one of the (pecuniary) rights of a wife established in the Qur'an and the Sunnah, and on which there is consensus (*ijma'*) among Muslims. There are two kinds of Mahr: al-musamma and mahr al-mithl.

Al-Mahr al-Musamma

Al-mahr al-musamma is the *mahr* agreed by the couple and specified by them in the contract. This *mahr* does not have any upper limit, by consensus of all the schools, in accordance with the following verse of the Qur'an:

“And if you wish to take a wife in place of another and have given one of them a heap of gold, then take not from it a thing”.^{iv}

Mahr al-Mithl

The concept of *mahr al-mithl* is relevant in the following cases: There is consensus among the schools that *mahr* is not an essential ingredient (*rukn*) of a marriage contract, as price is in a contract of sale. On the contrary, *mahr* is only one of the effects of a marriage contract, and even without its stipulation the contract is valid. Thus, *mahr al-mithl* shall be payable on consummation (when *mahr* was not specified) and if he divorces her before the consummation of marriage, she shall not be entitled to any *mahr*, but will receive *al-muat'ah*, which is a gift given by the husband to his wife (at the time of divorce) in accordance with his status, such as a ring or a dress, etc. If they both agree on this gift it will suffice: otherwise

it will be fixed by the judge. The issue whether the couple's retiring to seclusion (*khalwah*) is tantamount to consummation or not.^v

Conditions of Mahr

It is valid that *mahr* be specified in terms of currency, jewelry, farmland, cattle, profit, trade commodities and other things of value. It is necessary that the value of the *mahr* be known, either exactly (e.g. a thousand Lira) or approximately (e.g. a particular piece of gold or a particular stock of wheat).

Consummation and Mahr

Sex relations with a woman fall within these three categories:

- Fornication (*zina*) to which she surrenders with the knowledge of its being *haram*. In this instance, she will not get any *mahr*; rather shall be liable to penal action.
- As a result of a misunderstanding on her behalf of its being legal, followed by later knowledge that it was *haram*, her act has no penal consequences and she is entitled to receive *mahr al-mithl*, irrespective of the man's knowledge of the act being *haram*.
- As a result of a valid marriage. In this case she is entitled to receive the specified *mahr* if it has been validly stipulated, and the *mahr al-mithl* if no *mahr* was specified in the contract or was specified in an invalid form (e.g. in terms of liquor or swine).
- If one of the spouses dies before consummation, then, according to the four schools, she is entitled to receive the entire specified *mahr*.^{vi}

Prohibitions

Don't give excessive mahrs

“Do not go to extremes in giving women their dower, for if it represented honor in this world and piety in Allah's sight, the one of you most entitled to do so would have been the Prophet (peace be upon him). The Apostle of Allah (peace be upon him) did not marry any of his wives or gave any of his daughters in marriage for more than twelve *uqiyaahs*”.^{vii}

Don't take back the Mahr

“Divorce may be (pronounced) twice, then keep (them) in good fellowship or let (them) go with kindness; 'and it is not lawful for you to take any part of what you have given them', unless both fear that they cannot keep within the limits of Allah; then “If you fear that they cannot keep within the limits of Allah, there is no blame on them for what she gives up to become free thereby”. These are the limits of Allah, so do not exceed them and whoever exceeds the limits of Allah these it is that are the unjust.”^{viii}

"You are forbidden to inherit women against their will, and you should not treat them with harshness that you may take back part of the (Mahr) dower you have given them." (Before this revelation) if a man died, his relatives used to have the right to inherit his wife, and one of them could marry her if he would, or they would give her in marriage if they wished or if they wished they would not give her in marriage at all and they would be more entitled to dispose her, than her than her own relatives.

Conclusion

Islam Marriage – A Solemn Pact emphasis sacredness of marriage and the followers adhere the rules mentioned in the Holy Quran. Holy Quran enhances simplicity and honesty in the marriage bond. Wedding is an integral part of Islam culture and are mandated by the Holy Quran as one of the primary duties of a muslim. It enables a muslim to preserve multiply Islam through his family and future generations. It also envisages and the human beings individual freedom and recognition of their emotional values. Both men and women have their equal rights in marriage and abide by the Quranic principles. In reality today Islam Marriage are held in grand manner and Dowry(Mahr) plays a major role extravagant manner with many festive like sangeeth in Marriage occasions.

End Notes

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V.O.CHIDAMBARAM PILLAI-THE CHAMPION OF THOOTHUKUDI

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Abstract

V. O. Chidambaram Pillai, popularly known by his initials V.O.C, was one of the most prominent lawyers in 19th century British India. Owing to V. O. Chidambaram Pillai's rebellious attitude and his courage to act against the British government, the English stripped the title of barrister associated with his name. In 1906, Chidambaram visited Madras branch of the Sri Ramakrishna Mission and its chief Swami Ramakrishnandaji. The trade through sea between Tuticorin and Colombo-Ceylon was very flourishing and the British Indian Steam Navigation Company was in monopoly of this trade. V.O.C life is a story of resistance, strife, struggle, suffering, and sacrifice for cause to which he was committed.

Keywords: KappalottiyaTamilian, Swadeshi movement, British Navigation Company.

Introduction

V.O.Chidambaram Pillai was an Indian freedom fighter and leader of Indian national congress. He was an eminent lawyer, good orator, scholar and writer. He was a staunch disciple of Bal GangadharTilak. V. O. Chidambaram Pillai, popularly known by his initials V.O.C, was one of the most prominent lawyers in 19th century British India. Owing to V. O. Chidambaram Pillai's rebellious attitude and his courage to act against the British government, the English stripped the title of barrister associated with his name. It was his brave nature that won V.O.C the name 'KappalottiyaTamilian' in Tamil Nadu, which translates to 'The Tamil Helmsman' in English.

Swadeshi Movement

V. O. Chidambaram Pillai entered into active politics in the year 1905 by becoming a member of the Indian National Congress. The agitation against the partition of Bengal marked the beginning of his political carrier.¹ In 1906, Chidambaram visited Madras branch of the Sri Ramakrishna Mission and its chief Swami Ramakrishnandaji. Then SwamyAbedhanandha of this mission advised him to spread the Swadeshi movement in his country for its liberation from the foreign yoke. It was

SwamyAbedhanandha who lit the fire of Swadeshi activities.² The partitionofBengalpaved the way for the emergence of Swadeshi Movement in which the southern parts of Madras Presidency took a major role. In Tuticorin, the movement was championed bySubramaniaBharathi, Subramania Siva, V.O. Chidambaram Pillai.³

Swadeshi Movement in Tinnevely

FromJune1906,V.O.Cbegan to continue a series of lectures on Swadeshi movements. V.O.C. was keen on expanding the Swadeshi Movement and started in Tuticorin a number of swadeshi organization like a free weaving centre and a Swadeshi Go-down for storing goods etc.⁴ V.O.C and Subramania Siva both joined hands and continue the Swadeshi lectures in Tuticorin. They publically protested on 17th January 1908 and demanded a Sangam or Association should be formed to administer “Swaraj” in Tuticorin.⁵ V.O.C. followed him to urge everyone to join the SwarajSangam and remarked that it was unnecessary to be afraid of Europeans. He said that Swadeshi, boycott and the avoiding of law courts were the weapons to attainSwaraj.⁶

Swadeshi Steam Navigation Company

The trade through sea between Tuticorin and Colombo-Ceylon was very flourishing and the British Indian Steam Navigation Company was in monopoly of this trade. It was the only company which maintained a regular steamer service between Tuticorin and Colombo and the officials of this company treated their Indian patrons in an unfair and offensive manner.⁷ A few of the businessmen at Tuticorin desired to start a native shipping company. In April, some of the Indian Merchants of Tuticorin were arranging to run Swadeshi Steamers between Tuticorin and Colombo. Thus the “Si. Va. Company” was formed.⁸

Since the company did not own any vessel, the services of Shahline, an Indian owned shipping company founded by EssafillTejbhoy in 1905 was hired.⁹ Observing a new threat to the monopoly, the assistant magistrate of Tuticorin Waller came to the rescue of B.I.S.N. Co., and gave a lot of trouble to the native company. Besides, using the influence of the government, the English Company coerced the proprietor of the Shahline Company, EssafillTejbhoy, not to lend the ship to the Tuticorin Company and withdrew the same.

V.O.C.’S Venture

The experience of Siva Company had a lesson on the enterprising men of Tuticorin and Chidambaram Pillai then floated the idea of owning a ship and a new native

company had its birth.¹⁰ On October 1906, a new Swadeshi Steam Navigation Company was registered under the Indian Companies Act of 1882.¹¹ Explaining the objectives of the steam ship company, Chiladharam Pillai in the one of his lectures said, “This Company is not merely commercial in its motive. These ships will help the British to leave the country with their bags and baggages.”

Raising Fund

The Swadeshi Steam Navigation Company was an ambitious attempt with an investment of 10 lakhs of capital. The canvassing for shares took V.O.C to different directions. He even travelled to Colombo in order to get shares for the Swadeshi Steam Navigation Company. The investors from Calcutta and Bombay had a considerable number of shares but the response from Madras was not so enthusiastic.¹² As a result of the tireless work undertaken by patriots like Shanmugasundarampillai, KalyanasundaramIyer, Muthaiyapillai, KandasamiKavirayar, NatrajIyer and PandithuraiDevar and the support of national leaders like SubramanyaIyer, who exhorted the people to strengthen the SSNC.¹³ MandayamSrinivasachariar, a close associate of Bharathi and VVS Iyer sold family jewels to buy shares.

Purchase of ship

V.O.Chidambaram made arrangements to purchase two steamers and two steam launches from Europe and Pillai’s friend VedamurthiMudaliar had proceeded to Paris in that connection.¹⁴ The first ship S.S.Galeo arrived at Tuticorin port in May 1907 and another one called S.S.Lavoin June 1907. Each ship had a capacity to accommodate 42 first class, 24 second class and 1300 ordinary class passengers apart from 4,000 gunny bags of load.¹⁵ The Madras office of Swadeshi Steam Navigation Company was located at 42, Mannady Street, GeorgeTown. In this accomplishment Chidambaram Pillai was praised unreservedly by all national newspapers and journals.¹⁶

Offer of bride

V.O.C. addressed many public meetings and got a lot of support from the general public for the Swadeshi Navigation Company. The British Navigation Company indirectly tried to silence V.O.C. through the offer of a lakh of rupees. V.O.C. not merely spurned the offer, but severely reprimanded the two men who came as British agents.¹⁷

Failure of the Company

Unfortunately, the shareholders, most of them, did not have the same spirit of Chidambaram Pillai and hence they did not like the harassment of the authorities for even negligible mistakes due to the political activities of Chidambaram Pillai. Therefore they now approached V.O.C. and asked him to give up his political work. But V.O.C did not budge an inch from his stand against the British.¹⁸ Forgetting the sacrifices V.O.C had made in order to start the company the shareholders sent him a legal notice holding him responsible for the losses. With his total withdrawal from the company's affairs a dark cloud overshadowed the native enterprise. The Swadesi Navigation Company was liquidated and the ship Galea was sold to the rival British Company.

Coral Mill Strike

The Harvey brothers, Andrews and Frank established a spinning factory known as Coral Mill at Tuticorin in 1889. The British management did not treat the workers fairly, even the "Factory Act of 1911" for the cotton mill workers prescribed a Twelve hour work schedule throughout the week. Racial arrogance was evident in their behavior and attitude towards the labourers unsatisfactory housing conditions forced the workers to seek the leaders for the redressal of the grievances.¹⁹ Therefore Chidambaram Pillai and Siva arranged for meetings of the workers of the Mill and addressed them to bring awareness and made appeal to the workers of the Coral Mills that if they stood united, the British Mills in India would cease to exist. In that task, Padmanabha Ayyanger another social worker and an admirer of Chidambaram also took part. At all the meetings held at Tuticorin during the months of February and March of 1908, all the three were present invariably. This was brought to the attention of the workers at a meeting of the Coral Mill workers by Subrahmanya Siva with Chidambaram Pillai in the chair on 25 February 1908. If the Indian coolies struck work for a fortnight the mill would be closed and Manchester would starve. By hard work the coolies got 3 or 4 rupees a month, but the Europeans earned 400 to 500 rupees a month by merely signing their names. In Bengal, the coolies of jute Mills struck work and their wages were increased. The workers started the strike on 27th February 1908 morning a meeting on 27 by V.O. Chidambaram Pillai and Subrahmanya Siva.²⁰ The District officials took action against V.O.C. and Subramania Siva under section 144, Criminal Procedure Code. Knowing seriousness of the situation, Wyner, the District Collector asked V.O.C. to call off the strike and gone to the extent of threatening him, but in vain,

instead he encouraged the workers to prolong the strike. The Hindu in its issue of 5th March 1908 had the following news: The strike at the Mills shows no sign of ending. The people refused to co-operate. The agent sent his brother to negotiate and bring the strikers round. The strike declined.²¹

Success of the Strike

The Tuticorin strike was a perfect example on labour strike. The strikers operated with one will and spoke with one voice individual interests were shunned and united they stood and won the battle. Leaders like V.O.C. and an array of other leaders should be given the credit with which they fought.²²

Tirunelveli Riot

The Tirunelveli riot was an outbreak of violence which occurred in the town of Tirunelveli in then Madras Presidency of British India on 13 March 1908.²³ The British officials filed a case against Bipin Chandra Pal for his article in *Bande Matharam*, a paper published by Aurobindo Ghose. Pal who had been sentenced to six months imprisonment was due to be released on 9th March, 1908.²⁴ So V.O.C. and Siva also decided to celebrate the day of his release, 9th March, 1908 throughout Tuticorin and Tirunelveli. So the collector of Tirunelveli, Mr. Winch ordered to arrest and confine them at Palayamkottai. But V.O.C. was sent to the Central jail of Coimbatore on 9th July 1908. He was made to drag the country oil expeller round and round in the open air, to crush the seeds for oil instead of bullocks or any other drought animals. Because of this he got the compliment *Sekkizhutha Semmal*.²⁵ This was inhuman torture devised by the Superintendent of the jail. He was transferred to Cannanore and the jail authorities treat him with considered respect and regard. Finally he was released on 24 December 1912. In 1932 he returned to his home town and practiced law in Kovilpatti and Thoothukudi till he died on November 18, 1936.

Conclusion

V.O.C life is a story of resistance, strife, struggle, suffering, and sacrifice for cause to which he was committed. His daring venture of running swadeshi Steam Navigation Company during the regime of the British was highly appreciable and that showed his love of his country. He is remembered as one of the most important fighters in India's struggle for independence. He is much loved and celebrated in the Tamil Nadu society till today.

End Notes

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HISTORIC CITY OF PARAVAS IN SEAGATEWAY OF TAMILNADU

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Abstract

Thoothukudi is one of the oldest sea ports in the world, it was the seaport of the Pandyan kingdom after Korkai and later it was taken over by the Portuguese in 1548 subsequently it captured by the Dutch in 1658, and ceded to the British in 1825. Pearls were brought from the deep sea to the shore by a courageous fisherfolk caste called the Paravas who are natives in most of the villages of the Pearl fishery coast. The foreign trade of sangam under the Pandyas was brisk and had developed all the ancillary requirements such as labour, shipping and lighthouse.

Keywords: Korkai, Pearl fishery coast, Anjuvannam, Gulf of Mannar.

Introduction

The major harbor of Thoothukudi is well known for a pearl diving and fishing centre. Thoothukudi is one of the oldest sea ports in the world, it was the seaport of the Pandyan kingdom after Korkai and later it was taken over by the Portuguese in 1548 subsequently it captured by the Dutch in 1658, and ceded to the British in 1825. The lighthouse built in 1842 marked the beginning of the history of Thoothukudi fisheries development.¹

The Pearl fishery coast has a long history from the Sangam Age to the twentieth century, whoever ruled Tamil Nadu from the early Christians era to the end of the fifteenth century enjoyed monopoly over the pearl fisheries and pearl trade was a link between the East and the West.² There are evidences to prove that several foreign³ travellers visited this coast for its valuable commodity, not only pearls but traded other items were also carried out in and throughout the Pearl fishery coast.⁴ Pearls were brought from the deep sea to the shore by a courageous fisherfolk caste called the Paravas who are natives in most of the villages of the Pearl fishery coast. The dawn of the New Age had a great impact on the coast and for the first time a European power namely the Portuguese, dared to control it.⁵

The Fishery Coast under the Pandyas

The Tamil country was ruled by Cheras, Cholas and Pandyas from 300 B.C to 300 A.D. According to a tradition, the above three were brothers who originally resided at Korkai, near the mouth of the Tamiraparani river in the Tirunelveli region. While the Pandyas remained at home, the other two brothers eventually went separately. Korkai the capital of the Pandyas, became the primary sea port and an important trading centre because of the availability of pearls.

The earliest definite reference to a particular locality in the Gulf of Mannar was Pearl fishery which was carried on. In the "Periplus of the Erythraean Sea" written about the end of the century A.D. by an Alexandrian Greek, about the ports of the Indian coast he wrote that Komar was a port and a harbour had been mentioned under the government of Pandyas. From Komar district extended to Kalkhi the Pearl fishery was conducted by slaves or criminals condemned to the service, and the whole southern point of the continent was part of Pandyas as dominion.⁶

According to Ptolemy also Korkai was an emporium of the pearl trade and the place of the Pandya dynasty. Maduraikanchi refers to Korkai as the centre of Pearl fishery. The foreign trade of sangam under the Pandyas was brisk and had developed all the ancillary requirements such as labour, shipping and lighthouse. This proves that trade was not a freak but a bright chapter in a continuing tradition of Tamil Nadu. Markets existed and even ordinary businessmen traded directly with countries overseas.⁷

The important port was Kilakkarai situated between the Gulf of Mannar and ports of Pamban and Thoothukudi. Traders from Middle East countries assembled in this port from very early centuries of the Christian era and the Pandyas exploited the Pearl fisheries of the east coast to the fullest form. Besides the pearls, Conch-shells were also extracted from the Ramanathapuram coast. The Arabs who settled in Kilakkarai imported horses from Persia and exchanged their glass and mud products with pepper and textiles. They established trade contacts with Sri Lanka, China and Sri Vijaya. Anjuvannam was the trade guild through which they controlled and promoted the trade activities in the east coast. Along with pearls and chanks, precious stones such as beryle were also found in the Gulf of Mannar.

Korkai was the cradle of south Indian civilization, the place where the Pandya rule began. The civilized living conditions of the people of Korkai and the nearby areas such as

Pazhayakayal and Kayalpattanam during the Pandya era came to light only after archaeological survey excavated Korkai in 1960.

The Imperial Cholas on the Fishery Coast

The Cholas called the east as Cholamandala Korkai where pearls were found in abundance. There are no records to give authentic information about pearl industry. Only a few of the Chola inscriptions record the grant of the pearls to the temples. The pearls were very common with the people of this period and that they were derived from in the seas.

The literary works of the Chola period like Thakkayakaparani and Kamba Ramayanam refer to the pearls in many places. But there are enough references about pearls, which proved that pearl was a source of revenue for the Cholas also. In Tanjore a variety of jewels and ornaments of gold were made of precious stones and pearls. Siraf in china was an important market for pearls says the Arabs writer, Istanni of tenth century. From one of the inscriptional evidences it is clear that Kulottungachola Deva was pleased to seize the pearl fisheries of the Madhura country. Cotton and silk garments, pearls, jewels, ivory, nuts and pepper were the principal items of export from the Chola kingdom.

The Imperial Cholas had developed cordial relations with the Arabs who had settled on the Pearl fishery coast. The Arabs traders and navigation helped them to carry out trade in textiles between south Indian and West Asia and the Indonesian archipelago. The Cholas utilized fully the maritime skill of the Arabs. The local merchants and the Arabs usually controlled trade through guilds in Cholamandala coast and several ports. Spices, gems, pearls and chanks were exported to Sumatra, Java, Burma, Malaysia, Malacca, Indonesia and far Eastern countries by these Arabs. The Cholas and the Arabs merchants visited Sri Vijaya in South East Asia and from there reached China. The Cholas succeeded in maintaining extensive maritime activities and asserted their naval supremacy for over a century.

Revival of Pandyas rule

The middle of the thirteenth century the reign of the Second Pandyas began in Tamil country and naturally the Fishery coast also came under its sway. It was Jatavarman Sundara Pandya (1251-1268) who revived the Pandya rule.

Among the traditional powers of Tamil Nadu, the Pandyas had the most prolonged history and yet the most chequered. For almost fourteen centuries, as an independent dynasty

or as a subordinate feudatory, Jattavarmansundara Pandya, defeated Rajendra Chola III, expelled the Cholas from Madurai and founded the Second Pandyan Empire.

The Pearl fishery, Marco Polo said that in the Pandya kingdom there were very large pearls, both good and beautiful, and precious stones with a fine silk thread, which hung down in front of him to the length of pace. On this thread were strung most beautiful large pearls and most precious rubies, 104 in all garments.

The Pandya kings were the natural lords of the Paravas of the fishery coast and were accordingly sometimes styled as Minavarkon, the king of the fishermen. The unchallenged monopoly enjoyed at the fishery coast by the Tamil rulers particularly the Pandyas for more than one and a half millennium, passed on into the hands of the Muslims rulers.

Vijayanagar Empire

The Vijayanagar dynasty was founded by the Sangama brothers in 1336. When the Muslims were knocking at the doors of the South Indian kingdom, bounded by the river Krishna in the north, Kanyakumari and the southern ocean to the south and the two oceans to the east and the west. The last Hindu empire protected Hinduism for more than two centuries. Its main aim was to put an end to the onslaughts of Islam and revive Hindu civilization and culture.

The Vijayanagar rulers conquered Madurai, while many prominent Muslims had retreated to the fishery coast and slowly began to establish their authority and extend their influence into the Pearl fishery itself which was till then the exclusive right of the Paravas. The political authority of the Vijayanagar rule, in spite of its several attempts, could not curtail the economic growth of the Muslims.⁸

The interests of the Paravas were not safeguarded though the Vijayanagar rulers received their tribute from the pearl fisheries. AbdurRazak says Devaraya II had round his neck a collar composed of pure pearls of regal excellence. The Pearl fishery coast was a prime source of wealth but it was not cared by the Vijayanagar rulers.

At the dawn of the sixteenth century, Saluva Narasimha II (1496-1505) was the Vijayanagar emperor. It was during his reign that the Portuguese first arrived in India in 1498. On the arrival of the Portuguese, the only kingdoms that seemed to them to have any real independent existence was that of Vijayanagar. Vira Narasimha (1503-1509) began the

Tuluva dynasty and during his reign, the Portuguese were in touch with the Pazhayakalport. The Portuguese set their foot on his Fishery coast in 1520 i.e. during the reign of the greatest Vijayanagar emperor, Krishnadevaraya.

Fishery Coast under Nayak and Poligars

The numerous Nayaks appointed by the government were empowered to maintain law and order and to collect revenues in the territories. They were not the representatives of the Tamil Nadu population but the agents of a Telugu-speaking Government which lay beyond the cultural borders of Tamil Nadu. Krishnadeva Raya introduced the Nayankara system in Tamil country and Senji, Madurai and Tanjore were put under three Nayaks in practice. The Nayankara system resulted in the oppression of Tamil Nadu. Visvanatha (1529-1564) was the first Nayak of Madurai which included probably all the present day districts of Ramnad, Madurai, Thoothukudi and Tirunelveli. Madurai experienced the rule of numerous Nayaks who squandered away on concubines through oppression the Poligar or Palayam system. Similar in character to the Nayankara system but of a subordinate status, it was destined to have a chequered existence in the history of Tamil Nadu.

The duties of the Poligars were to collect the tribute and maintain troops for the service of the king. In fact the Poligars, mainly Telugu nobles, exacted nine tenths of the produce and paid a part of collections to the Nayak. In turn, the Nayak paid half of their collections to the Vijayanagar emperor as tribute. The Poligars enjoyed paramilitary and economically the Poligar system ruined the Paravas of the fishery coast.⁹

Muslims on the Fishery Coast

The Arabs had settled in Pazhayakal, Kayalpattanam and Kilakkarai were supplying horses to the Pandya rulers from ninth century onwards. The establishment of Madurai sultanate was a boon for them, as it strengthened their position further in the extreme south. Malik Kafur's invasion was followed by a couple of intrusions which completely brought down the region of the traditional rulers of Tamilnadu. The Arabs had settled on the western coast in the seventh century moved to Pazhayakal and then to Kayalpattanam. They were called by different names. They were known as Mappilars, and in the Chola Mandalam they are called by names such as Lebbais, Ravuthars and Marakkayars or Marakkars. The word 'Marrakkar' or 'Marakkayar' is derived from the Malayalam word Marakkan which in turn was derived from Marakkalam (boat). They involved in overseas

trade. The Portuguese used the word Marakkar for the first time. After their settlement on the Tirunelvelicoast, the Muslims slowly began the propagation of their religion, first under peaceful means. They made matrimonial relations with some of the Paravas also. The Tamil Muslims were experts not only in pearl fishing but also in selling them.

Conclusion

The Marakkayars of Kayalpattanam and Kilakkarai earned more in pearl fishing after the Cholas and the Pandyas. Their trading centres in Madurai, Rameshwaram and Kilakkarai were known as Muthuchawadi or Muthupettai where they sold pearls. Many Arabs became chieftains in the east coast. They had already become powerful during the period of the latter Pandyas and their influence continued now under the Sultanate. There was a concentration of Arab Muslims traders in Kilakkarai and Kayalpattanam and the area between these two places was a nucleus of the Islamic spirit.¹⁰

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THE GOLDEN CAR FESTIVALS OF SHRINE BASILICA OF OUR LADY SNOWS

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Abstract

In Tamil Nadu there are seven Basilicas. The people who migrated from Thoothukudi and the Fishery Coast to far away places and abroad return to Thoothukudi and rejoin with their families during the golden car festival. The scanty presence of the Franciscan clergy did not bring any change on the Paravas, only the arrival of Francis Xavier in 1542, Christian life was among them. As he finished teaching in a village he appointed on a people person as a leader to be in charge there and to continue to drill the people daily in their new creed and prayers and liturgical practices. Then he moved on the next village and the next it was endless.

Keywords: Basilicas, Franciscan clergy, Syro-Malabar, Syro-Malankara

Introduction

There are twenty four Basilicas in India. Among them nineteen are belonged to the Latin rite, four are Syro-Malabar Catholic Church and one is Syro-Malankara Catholic church. In Tamil Nadu there are seven Basilicas.

Among the twenty four Basilicas Our Lady of Snows Shrine Basilica is the only one with the celebration of golden car festival. The people who migrated from Thoothukudi and the Fishery Coast to far away places and abroad return to Thoothukudi and rejoin with their families during the golden car festival.

The early history of the Basilica

Mass conversion

Due to the conflict with the Muslims the Paravas of the Fishery Coast converted into Christian in the year 1536. But the mass conversion was not immediately followed by any organised missionary work in the fishery coast. The scanty presence of the Franciscan clergy did not bring any change on the Paravas, only the arrival of Francis Xavier in 1542, Christian life was among them.¹

Francis Xavier

He went up and down the streets and squares with a bill in his hand, trying to the children and others to come to the instruction. Afterwards he explained each point in the simple way, using

only such words as his young audience could readily understand. By this method which has since been adopted everywhere in the Indies, he so deeply ingrained the truths and precepts of the faith in the hearts of the people that men and women, children and old fold, took to singing the ten commandments while they walked in streets, as it the fisherman in his boat and the labourers in the fields, for their own entertainment and recreation. Xavier and his helpers had created a brief catechism in Tamil, he went from village to village ringing a bell, he instructed them by means of these Tamil version which he had committed to memory. He was not content merely that people be baptized Christian that they should have Christian faith. This required a capacity on their part of affirm the beliefs of Christian and to live according to the rule of the Church. As he finished teaching in a village he appointed on a people person as a leader to be in charge there and to continue to drill the people daily in their new creed and prayers and liturgical practices. Then he moved on the next village and the next it was endless.

Francis Xavier left the Pearl Fishery Coast in 1545 and visited Manila in Philippines on his missionary work. There he visited an Augustinian convent and was drawn by the beauty of our lady of snows in the convent. The nuns accepted the request of Francis Xavier to send the statue as his gift to the converted people of the Fishery Coast. But only after his death, the statue of our lady of snows Shrine Basilica reached the Thoothukudi on 9th June 1555 by a ship named Helena and was placed in the church of Our Lady of Mercy (Sinhora de Piedade).²

The Coastal inhabitants developed a deep attachment to our lady of snows Shrine Basilica and lovingly called her PanimayaMatha (Tamil translation of Our Lady of Snows Shrine Basilica). The practice of mother goddess worship was thus converted in the veneration of Mother Mary.

Our Lady of Snows Annual Festival

The annual feast of Our Lady of Snows Shrine Basilica falls on 5th August every year festival begins on 26th July with the feast of saints Joachim and Anne, the parents of Mary. The festival ends on the 11th day i.e. on 5th August. On the eve of the flag hoisting day, the faithful bring to the Shrine flags to be hoisting alone with the main flag made up of velvet cloth bearing the image of Our Lady of Snows Shrine Basilica. On the morning of 26th July, Bishop of Thoothukudi hoists the flag.

The function takes place in front of the Shrine where huge flag pole (KodiMaram) has been installed. After the hoisting of the flag, the people pour milk over the KodiMaram and

distribute bananas and milk to the devotees. The entire town gathers to witness the ceremony. On the same day at noon, the Bishop Crowns Our Lady of Snows Shrine Basilica. At 3.p.m. a prayer services called “Theirs” (in Portuguese language their means three) is conducted.

The festival is celebrated for eleven days. During this period several holy masses are conducted in the mornings. In the evenings congregational Rosary begins at 3.p.m followed by Litany of Our Lady.

The Snows a Tamil sermon by an eminent preacher and the congregation is blessed with a small Replica of the statue of Our Lady of Snows Shrine Basilica. There are the common rituals followed, during the feast. On 5th August the festival mass is celebrated by the Bishop along with the priest. The annual feast of Our Lady of Snows Shrine Basilica has thereafter been the feast of the entire Fishery Coast; people professing other faiths also celebrated the festival. More than 50,000 people congregate here during this feast.

With religious fervour, scores of Christians took out a procession here on Monday on the eve of a flag hoisting ceremony as part of the annual feast festival of Our Lady of Snows Shrine Basilica. The 434th edition of this festival is all set to begin with the flag hoisting at 7.30.a.m. on Tuesday the Bishop of Thoothukudi in Roman Catholic Diocese.

The procession which was led by the parish priest the Basilica commenced near the Holy Cross Chapel and Parishioners proceeded through Peter Street, Manal Street, Emperor Street, Beach Road, and reached the Basilica. The pastors at the altar received the offerings. The 11th day festival would conclude on August 5th sources said.

Every year the annual feast of Our Lady of Snows Shrine Basilica is celebrated between 26th July to 5th August in a colourful and jubilant atmosphere. This eleven days feast is very popular in this area. Thousands of people converged on the ground of the Our Lady of Snows Shrine Basilica during the feast.

The feast commences with flag hoisting ceremony on 26th July evening. A flag without Lady of Snows Shrine Basilica image is hoisting in a flag post situated just opposite to the church. This is followed by Rosary, Novena Prayers, Litany, Sermon and Benediction. During the feast days morning two special masses and evening Rosary, Novena Prayers, Litany, Sermon and Benediction are conducted.

A large number of Christians offered prayers at the first mass at 5.a.m. and the second mass at 6.a.m. rituals continued with a concelebrated mass at 7.30.a.m.

The ceremonial flag, blessed by the Bishop of Thoothukudi Roman Catholic Diocese, was taken out from the Basilica in a procession. Amidst a huge gathering of worshippers the

Bishop hoisted the flag in the presence of Rector and parish priest, and other clergies, after the mass was over at 9.a.m.

Cutting a cross religious barriers, a large number of worshippers witnessed the ceremony in the morning. The worshippers chanted ‘MariyaeVazhga’ while the flag rose up the mast. A number of white doves symbolizing ‘eternal peace’ Tripp were released on the occasion.³

At 12 noon, Mother Mary was adorned with golden crown as a mark reverence. After navena, a ceremony was delivered the theme ‘Mother of cam passion’. The worshippers served milk and banana to the attendants. Due to the large number of worshippers, beach road was closed to vehicular traffic for about an hour. Adequate security arrangements were made with deployment of police personal in the vicinity of the Basilica.

First Car for Our Lady

In 1720 the chieftain of Parava community Don Gabriel Arockia D’ Cruz Gomez made a small car and put statue of Our Lady and taken the car procession infour streets of Tuticorin. This was the first ever car made for Our Lady of Snows Shrine Basilica. At first they didn’t pull the car every year, whenever the Pearl fishing held plenty in that year only they had been taken the car procession.

The car procession took place at last in the year 1779, after that two decades the Car procession did not take place. In the year 1805 in commemoration of the 250th year of arrival of the statue of Our Lady Snows Shrine Basilica they decided to pulled the Car. So the JathiThalaivan of the Paravas decided to made golden car. But the car procession took place in the year 1806 because of the delay of making the Car. This car was designed and made by NavisFonsecain worth of 4000 Varahas.⁴

Structure of the Golden Car

The Star

Instead of a cross there is a star at the top of the Car. It signifies the name of Our Lady as the star of the see (Stella Maris). The name given from heaven to the parents of Our Lady through the Angle was mirijam (in Hebrew) meaning the star of the see The star illuminates the whole world. It warms the minds, increases virtues and destroys wickedness. Its shining example for us to emulate and its light exhibits the graces and prerogatives enjoyed by Our Lady. This star had five points to signify the five extra ordinary prerogatives of Our Divine Mother, Viz

1. Her Divine Mother hood

2. Her inoculate conception
3. Her perpetual virginity
4. She is the channel of Divine grace and
5. She is the Gate of Heaven.

The nine gold fishes circulating under the great indicate the circulation of the nine planets around Our Lady, the Head star, there by signifying that God has appointed Our Blessed Virgin as the sovereign ruler of the whole universe. The seven rays coming out of the star indicates the nine gifts of the Holy Spirit.

The Golden crown

The Royal Crown where on rests the big star, is the most wonderful workmanship of art that adds beauty to the Golden Car. It signifies the fact that Our Blessed Virgin was Crown as the Queen of Heaven and Earth. Thus it signifies that all men are under her sovereign rule and as such they belong to her. It also indicates her power to drive away Satan's armies as well as heresies.

God the Father

Just below the Golden Crown the image of God Almighty positioned. God the father stands there in the figure of an aged person. This reminds the faithful that the Blessed Virgin is the well beloved Daughter of God.

The Holy Spirit

The Holy Spirit is in the form of a dove with shining rays, placed in between God the father and Our Blessed Virgin. Our Blessed Mother is the response of the Holy Spirit, between may the immaculate and Holy Spirit, there is a deep union not only, because Mary's will is absolutely conformed to that of the Holy Spirit, as a dutiful spouses would be but also because she was always conscious and free instrument in his regard a true hand mind, but more precisely the Holy Spirit, dwells in her as in his privileged sanctuary.

God the Son

Jesus Christ was born in the Jewish race founded by the twelve sons of Jacob, the patriarch hence in the central and prominent place of the Car, three stand twelve pillars with strong basement and their midst and in the Holy hands of Our Blessed Mother who is surrounded by the Angels, kings, prophets and Evangelists is the incarnated redeemer of the whole world.

The heads of the four parrots found on the four corners of the basement tell us that the Parava people were the heirs of Pandiya kings. Besides to the show that this Golden Car is

made in thanks giving of the sea-faring people, four mermaids with human heads and bodies of fish are erected. The four stand on the four borders with folded hands.

To signify the rosary of three beads of holy Mary first uttered at Annunciation which was the result of Immaculate Conception the car is made in the height of 53 feet. To show that the Divinity of Our Mother, the car rolls on six wheels signifying the six precepts of the church and instructing the faithful that the car should be taken round only of the guidance of the spiritual leaders of the church.

The Traditional Golden Car

Every year the feast is celebrated from 26th July to 5th August. The Bishop hoists the flag on 26th July. They conduct special mass during this feast. The Golden Car will be drawn once in 12 years. Sometimes it might be drawn on some special occasions like silver Jubilee, Golden Jubilee etc.

The Golden Car was first drawn with Our Divine Mother Mary on 2nd February, 1806 subsequently; the very same Golden Car was drawn on the following years.⁵

Golden Car Festivals celebrated till today

Golden car procession took place during the following years.

1806,1872,1873,1895,1905,1908,1926,1946,1955,1964,1977,1982,2000,2007,
2008 and 2013.

CONCLUSION

The Shrine Basilica of Our Lady of Snows is very important historically, religiously and culturally. It re create the history of the Pearl Fishery Coast and its relation with colonial rule. It is a living testimony to the art and architecture of the Portuguese and helps in unraveling the history of Thoothukudi.

Generally the great religious centers like this Shrine are visited by the people at large. It makes great impact on socio, economic, and cultural lives of the people. When people of different religions meet in one place they develop respect for other religions.

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BHARATHI – A REVOLUTIONARY REFORMIST IDEAL

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Abstract

Ettayapuram derives its name after EttappanZamindar of Ettayapuram. People of Ettayapuram are primarily engaged in weaving making matches and agriculture. It rose to prominence in the 17th century. After independence, the Zamindari system was abolished. The successors of the royal family maintain the family properties including the palace. Bharathi worked for the cause of women like shunning child marriages, supporting widow remarriage, right to women's education, equal treatment to women as meted out to men in society, right to women to enter politics, rise to high offices, etc.

Keywords: PanchaliSabadham, Samastana, Gnanaratham, PenngalVidudhalai.

INTRODUCTION

MahakaviSubramaniyaBharathi who stormed into the scene of Tamil Literature and National Politics at the turn of the 20th century and showered blessings on the whole universe for an ever lasting peace and made his exit at the young age of 39.¹ He carried forward the torch that lit Truth, Goodness, and Beauty handed over to him by the likes of Tiruvalluvar, Illango and Kamban. He was the pioneer of Modern Tamil Literature in its entire department – poetry, prose, drama, fiction, letters and essays. Apart from numerous poems on patriotism, social themes, Tamil, Women, Bhakthi and philosophy, his epic poems of PanchaliSabadham, KuyilPattu, Kannan Pattu, etc. V.V.S. Aiyer were his contemporaries. “*ViduthalaiViduthalai*” clarion call for freedom from alien rule but also addressed the need to unite the people across the caste barrier. C. SubramaniyaBharathiyar was a poet, freedom fighter and social reformer from Tamil Nadu. He was known as MahakaviBharathiyar and the laudatory epithet Mahakavi means a great poet. He is considered as one of the India's greatest poets. His songs on nationalism and freedom of India helped to rally the masses to support the Indian Independence Movement in Tamil Nadu.²

HISTORICITY OF ETTAYAPURAM

Ettayapuram derives its name after EttappanZamindar of Ettayapuram. People of Ettayapuram are primarily engaged in weaving making matches and agriculture. It rose to

prominence in the 17th century. Ettayapuram Palayakars homeland was Chandragiri located close to Tirupathi, of Chittoor district in Andhra. Jagaveera Rama Kumara Ettappa Nayakkar promoted the Ettayapuram town in 1567.³

THE PALAYAKARS

The important Palayakars of Ettayapuram: Jagaveera Rama Ketchilappa Ettappa Nayakkar Aiyan, Jagaveera Rama Venkateswara Ettappa Nayakkar, Jagaveera Rama Ettappa Nayakkar, Jagaveera Rama Venkateswara Ettappa, Muthu Jagaveera Rama Kumara Ettappa Nayakkar Aiyan, Jagaveera Rama Kumara Ettappa Nayakkar, Jagaveera Rama Venkateswara Ettappa Nayakkar, Muthusamy Jagaveera Rama Ettappa Nayakkar, Jagaveera Rama Kumara Ettappa Nayakkar. After independence, the Zamindari system was abolished. The successors of the royal family maintain the family properties including the palace.⁴

PROLIFIC WRITER

Subramaniya Bharathi was a Tamil poet from Tamil Nadu. He was an independent fighter and reformer.⁵ Subramaniya (subbiah to his family and friends) was born on 11th December 1882 to Chinnaswami Iyer and Lakshmi Ammal. He was employed at the Samastana of the Maharajah of Ettayapuram.⁶ Subramaniya started reading Tamil literature from young age, wrote poetry at the age of seven. He was educated at the Hindu College High School in Tirunelveli. Bharathi was married to Chellamma. Bharathi was 14 and Chellamma was 7. Bharathi writes about this child marriage in his autobiographical poem called “Kanavu” (Dream).⁷ In between 1898-1902, he was educated at Banares Hindu College, He learnt Hindi, Sanskrit and English. He worked as a Tamil Teacher at the Sethupati High School.⁸ Bharathi was not merely the bard of Nationalism. He was certainly the Morning Star of reformation only because he was the people's poet.

Bharathi also fought against the caste system, he gave up his own caste identity. Bharathi performed “Sacred thread” ceremony to harijan boy, named Kanakalingam, on 1913.⁹ He was determined to abolish the caste system in India. He was ranked with Ilanko, Thiruvalluvar and Kampan. In 1912, Bharathi published commentaries on Bhagavad Gita, Swadesha Geetham - 1907, Jenmapoomi - 1909, Gnanaratham - 1910, Puthia Athisudi - 1914, Kannan Paattu - 1914, Nattu Paattu - 1917, Pappa Paattu - 1917. He translated “Pudiakatchi Kozhhaikal, Punchvivasangal, Bharatha Gnana Sabai”.

Bharathi composed Carnatic Music Kritis in Tamil songs with varieties of ragas. *Sakravaham, Bilahari, Ananda Bhairavi, Bhairavi, Varali, Bhoopalam, Abhogi, VandikaranPattu, etc. Swadeshmitran, India, Vijaya, BalaBharatham, New India, Navasakthi, VandeMatharam.*¹⁰

Bharathi translated the *Bhagavad Geeta* into Tamil. *Rigveda, PatanjaliYogasutra* and selected *vedic hymns*. He has rendered the *Gayathri Mantra* in Tamil in *PanchaliSabadham*. His spiritual message was “God is one who is omnipresent.” Bharathi wrote *PenngalVidudalaiKummiyadi*, (Celebration of Women's Emancipation) and *Pudumai Penn.*¹¹ Bharathi visited and gave a lecture at the Karungalpalaiyam library, near Erode. The topic of his lecture was, “there is no death for the man,” Bharathi became very weak and his bodily existence came to an end on 11th September 1921.¹²

SWADESHI NATIONALIST AND NATIONAL MOVEMENT

'*Chakravarthini*' (meaning, the Great Empress) was a journal for Women's Upliftment.¹³ “When knowledge of women is raised, womanhood becomes great;¹⁴ when this happens, the country becomes great”. Bharathi's active participation in spreading the feelings of patriotism and nationalism through his writings earned him the association and friendship of many reputed personalities.¹⁵ The British who were ruling India followed the policy of 'Divide and Rule', i.e., making the Indians fight with each other and so prevent them from getting united. The national leaders were fully aware of political strategy of the British and so they worked towards bringing the people together and making them stand united. Many of the Bharathi's songs too emphasized the need for unity among the people.¹⁶

MEETING WITH SISTER NIVEDITA

On December 1906, he attended Calcutta Congress and met Sister Nivedita the disciple of Swami Vivekananda. She came to India and dedicated her life for the upliftment of Indian women and their education. *Nivedita Davi Thudi Bharathi called Nivedita as his Gurumani, and dedicated his Swadesa Githangal.* Bharathi published a collection of his National songs, *Swadesa Githangal* in 1908. India magazine was started again from Pondicherry on 10th October 1908. He also became the editor for the daily newspaper *Vijaya, Karma Yogi*, a Tamil monthly in Pondicherry. During his stay at Pondicherry, he composed the famous song, “*Enru Thanियum Intha Suthanthira Thagam*”.

Pamphlets and booklets were published about the Swadeshi propaganda and speeches of the Extremists. The famous speech of Tilak on the “*Tenets of the New Party*” at the College Square in Calcutta, was translated into Tamil by SubramaniaBharathi and published in February 1907.¹⁷

The editor of India, SubramaniaBharathi published patriotic songs and his writings inspired confidence among the students and stressed the establishment of Swadeshi schools, colleges. *India* paper makes great influences in the National Movement.¹⁸

MULTIFACETED AND FARSIGHTED PERSONALITY

Bharathi strongly held the view that “the liberation of nation, to a very large measure, lies in the liberation of woman”.¹⁹ A woman was not supposed to go out of the threshold of her house when her husband went out to work. She was not supposed to go to school and get educated. She had to walk a few steps behind her husband. She was bound in Child Marriage. Bharathi's thoughts and views aired through his songs and poems came as a clarion call to wake up and respect the women-folk in the society, as he felt that a country can grow only when its women are empowered.²⁰ He said that according to our ancient Vedas, “Every place where woman are treated with respect, there God Himself dwells”.

Bharathi worked for the cause of women like shunning child marriages, supporting widow remarriage, right to women's education, equal treatment to women as meted out to men in society, right to women to enter politics, rise to high offices, etc. Bharathi penned many songs for the uplift of women society like “*PenngalVidudhalai*”, “*Celebration of Women's Emancipation*”, and “*Pudumai Penn*”.²¹ Bharathi's “*PanchaliSabadham*” the first part was published in 1912 and the second part came after twelve years.

RENAISSANCE OF MODERN TAMIL LITERATURE

Bharathi brought about a Renaissance in Modern Tamil Literature and laid the foundations for the modern Tamil Language. He was a true Renaissance man, a poet and philosopher, essayist and journalist, freedom fighter and patriot, and composer of classical songs in the Carnatic musical tradition. Bharathi lived during his short life of 39 years - in Ettayapuram, Pondicherry, and Chennai (formerly Madras) - have all been designated as Indian National Monuments and Memorials have been erected in those locations. In recognition of his status, Bharathi has received diverse honours, including the issuance of a

postage stamp bearing his image (1960), and the unveiling of a portrait of the poet in India's Parliament Hall (2005).²²

Bharathi also wrote short stories and an unfinished novel, *ChandrikayinKathai*. His wisdom tales on the lines of *Panchatantra* and *Hitopadesh* are still popular in Tamil Nadu. Bharathi also wrote English poetry and prose, which have been collected in *Agni and Other Poems and Translations* (1937) and *Essays and Other Prose Fragments* (1937).²³ Bharathi's songs inspired the women to come out of their shackles and be brave and confident to speak up for their rights to equal treatment in society. Today women have gone to space and conducted scientific research in space, we have women pilots, women army officers, women fighter-jet pilots, women police, top Indian women entrepreneurs, women scientists, engineers, teachers, doctors, lawyers who are doing India proud from both, within India and abroad.²⁴

HISTORICAL SITES IN ETTAYAPURAM

Ettayapuram Palace is located in the town of Ettayapuram in Thoothukudi district is a famous tourism spot. During the reign of Pandyas at Madurai, people from Chandragiri near Chittoor of Andhra Pradesh were brought and posted as “Watch keepers (Dhisaikavalars) of Ilasanadu”. This was later called as Ettayapuram.²⁵ Ettayapuram palace is one of the most famous tourist spots of Thoothukudi and is located at a distance of about 35 km from the city center. Ettayapuram is known for depicting the culture history of Tamil Nadu.²⁶

Bharathiyar's House “*KambanVeetuKattuthariyumKaviPaadum*”, Bharathiyar house looks very beautiful. His house represents his passion for Tamil. Tamil Nadu former late Chief Minister M. Karunanidhi inaugurated Bharathiyar house as his historical place on 12th May 1973. The Government acquired the house in 1973 and converted it into a Memorial and Research Centre. A Memorial statue of SubramaniyaBharathi is unveiled by the then late former President R. Venkataraman with late former Prime Minister Rajiv Gandhi and by the former late Tamil Nadu Chief Minister, M.G. Ramachandran. Bharathi stayed in a house in Triplicane, Chennai. This house was bought and renovated by the Government of Tamil Nadu in 1993 and named as BharathiyarIllam. A statue of Bharathi was opened by the then Tamil Nadu late former Chief Minister, M.G. Ramachandran and Punjab late former Chief Minister Dharbara Singh during the centenary celebration of Bharathi in Ettayapuram, BharathiManimandapam on 11th December 1981.

In memory of the national poet SubramaniyaBharathiyar, a memorial was built by Kalki Krishna Moorthy in 1945 in Ettayapuram and Mahatma Gandhi showered his blessings on the occasion of opening. In 1981, the centenary year of Bharathiyar was celebrated. This was taken over by the Public Relations Department on 11th December 1981.

MuthuswamyDikshitar's Memorial is located at Ettayapuram. He was a South Indian poet and composer and is one of the Musical Trinity of Carnatic Music. Seerapuram considered to be one of the best works by him, depicts the history related to prophet Mohammed Nabi and it contains 5,027 poems in three 'Kandams' (parts) which are *VilathathuKandam*, *NoobuvathuKandam* and *HijurathuKandam*. Each of the 'Kandams' narrates various stages of the life of Nabi. “*MuthuMozhilMalai*” and “*Sethakathi*” wedding poems are among his other literary works.

The Government of Tamil Nadu has opened a Memorial for UmaruPulavar at Ettayapuram in Thoothukudi district and was declared open by the then Speaker of Legislative Assembly and the then Ministers. The memorial, an imposing two – storeyed building, was inaugurated with much fanfare in October 2007. The IslamiyaIlakkiyaKazhagam gives award every year to eminent Tamil scholars in the name of UmaruPulavar.

CONCLUSION

India is famous for its splendid culture in which different castes, religions, races, communities, languages, customs and traditions sail in one ship. One of the Indian Tamil National poets, SubrahmaniyaBharathi thought globally, struggled hard to unite the entire universe to be one and penned his lyrics. He travelled across northern India, and was greatly influenced by Hindi, Sanskrit and Bengali literatures. His thoughts were shaped by Vivekananda, Aurobindo, he had high respect to Sister Nivedita, Tilak and Gandhiji. Bharathi was a patriotic, spiritual, romantic mystic poet of India. Bharathi's aim was to spread universal unity irrespective of caste, religion and community. He is referred to as the “National Poet of India” and hailed as the Byron of India by the literateurs.

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CRUZ FERNANDEZ (1869-1930)

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Abstract

Rao Bahadur Cruz Fernanfez was born ina middle class family on 15th November 1869. He is the longest serving chairman of Thoothukudi (Tuticorin) municipality and is considered the father and Architect of modern Tuticorin. Cruz Fernandez noticed that sellers and buyers of food stuff and other stuff did not have a market place where they could assemble and sell their goods hygienically and collectively. Cruz Fernandez was the Ex. Chairman of Thoothukudi. He was responsible bringing water from Vallanad to Tuticorin.

Keywords: RAO BAHADUR, Drinking Water Scheme, Municipal Council.

Introduction

The Statue of Cruz Fernandez is located in the Middle of the Tuticorint town. Father of modern Tuticorin Rao Bahadur was the Chairman of Tuticorin Municipality He had relentlessly done a good job for the upliftment and development of Tuticorin. He was elected to the chairmanship of Tuticorin municipality five times between 1909 and 1927. He was awarded the title of **RAO BAHADUR** by the Government and was elected to the **Madras Legislative Assembly**. The Municipality building (RaoBahadur Cruz Fernandez Building) is named after him.¹

Early Life

Rao Bahadur Cruz Fernanfez was born ina middle class family on 15th November 1869. His father is name was John Santa Cruz Fernandez .He educated up to the school finals in St.Xavier'sin Tuticorin. He married his Cousin Mrs. Thopias Mary and had four sons and three daughters.

He is the longest serving chairman of Thoothukudi (Tuticorin) municipality and is considered the father and Architect of modern Tuticorin. He was elected to the chairmanship of Tuticorin municipality five times between 1909 and 1927.

He was man beyond caste creed and colour .His selfless servicesrendered to thesociety must inspire the man of our town to work for the good of mankind. The Thoothukudi council is composed of an elected chairman and sixteenmembers it maintains

hospital and three schools, one of which is for girls. Unfortunately for the municipality all the markets are in private hands unlike the two other municipalities covering less than a square mile and possessing less than twenty miles of metalled road. The extreme congestion of the place, which possesses a population of “40,185”, can therefore be imagined and no effective measures have neither to been taken to relieve it. Thoothukudi is a special grade municipality spread over an area of 13.47 sq.km with a population of 2,16,058 in 2001 according to the Census of India. Water is collected through infiltration wells at a place called Vallanad which is located 42 Kms away from the town and pumped to the town for distribution.

- ❖ The Tuticorin Drinking Water Scheme
- ❖ The Saturday Market
- ❖ The Educational Trust
- ❖ Attention to Health and Hygiene
- ❖ Attention to the sick in the Hospital

Secondly he brought water for cooking from Kadambur and Ceylon and rationed and distributed. Thirdly he conceived and designed a system of water supply from Tambraparai and ensured protected water supply to the town.

Cruz Fernandez noticed that sellers and buyers of food stuff and other stuff did not have a market place where they could assemble and sell their goods hygienically and collectively. Therefore organized the Saturday Market, the present day Periya market by moving or bushes and cleaning the place ensuring hygiene. Initially there was much reluctance to go this market. But Cruz Fernandez remained steadfast and established the market.² Cruz Fernandez built a FUND, from which he sanctioned scholarships to poor children who were good at studies. He showed no partiality, in granting the scholarship, nor did he accept unmerited recommendations. Daily he visited the municipal hospital and saw the patients and enquired from doctors about their progress and ensured steady supply of medicines and diet. He made field inspection of Tuticorin town and got first – hand knowledge on cleanliness, garbage removal, hawkers etc.³

Municipality

The three towns Trinaveli, Palayamkottai and Thoothukudi were constituted municipalities on 1st November 1866. The collector; formed a council to look administration and the public works engineer of the division. In which the municipality was situated and a

few members, varying in the number from five to nine the collector nominated a vice-president who was usually the divisional officer. In addition to the duties ordinary associated with a modern municipality, these early corporation had the charge also of the local police. The towns improvement Act of 1871 Modified the constitution of councils to some extent.⁴

CRUZ FERNANDEZ AND WATER SUPPLY

The Problem of water supply in Thoothukudi is probably as old as the town itself. It was certainly current in the days of the Dutch occupation. As long ago as the beginning of the last century Women used to make a living by hawking Water. A “Duttu” {four pies} a pot and even to the present day, in spite of all that has been done to improve matters .The dry months of April and May are generally a time of great discomfort, the wells either dry up or became in tolerably blackish the supply in the reservoir, runs perilously low and those who can afford to do so import their drinking Water from Colombo.

Drinking Water Facilities

In 1873 an open channel of 6.4 Km. length was excavated by the public works department at a cost of Rs.4,000/- for diverting the water of the korampallam irrigation tank to a reservoir in the outskirts of the town. From this reservoir water was distributed to several wells in the town by mean of conduits and earthenware pipes laid by the Municipal Council at a cost of Rs.9380/-. In 1896 a comprehensive water supply scheme was recommended by the Sanitary Board.It consisted of tow portions and the execution of the first portion took place in 1906 at a cost of Rs.1,17,780/- and the second in April 1908. Later, it was found that the improvement of the Korampallamtank interfered with the irrigation interests of the ryots. But due to contamination in the drinking water cholera and other water borne diseases occurred frequently and affected hundreds of people. In order to control these epidemic diseases, Cruz Fernandez who was 1925 introduced a novel scheme. It was a joint water supply scheme for the three towns namely Thoothukudi, Tirunelveli and Palayamkottai for the Tamiraparani river near Vallanadu which is 38 Kms from Thoothukudi at a cost of Rs.18,23,275 in 1932.Both these municipalities and the public works department plunged in action during 1914 and 1915. But the break of first world war affected further progress and the work was kept in abeyance. In 1925 and 1926 the expenses of the project was escalated to Rs.27,83,765.

Cruz Fernandez got this amount as grant and as loan and completed the scheme in 1938 enabled the people of Thoothukudi, to get good drinking water. Before the completion of

this scheme when there was scarcity of water, Cruz Frenando arranged bringing of water to this town by train from kadambur and by ship from Sri Lanka water tax was also levied on the people. Though initially it was criticized by the people the success of the programme changed their mind to accept it without opposition. Later on seeing the achievement of, Cruz Frernandez, he was affectionately called as the Father of town by the people of the Thoothukudi.

Conclusion

Cruz Fernandez was the Ex. Chairman of Thoothukudi. He was responsible bringing water from Vallanad to Tuticorin .So the people wanted to installed his statue in the middle of Tuticorin town.

The Statue of Cruz Fernandez was founded in May 16th 1962. It was founded by J.T. Jebastiyan Fernando who was belonged to Kanyakumari district and head of the “ParatharMunnetraKazhakam” . The statue was opened by S. SankaraNarayanaPillai, Chairman, Thoothukudi.The statue was maintained by Jen Engineering worker, Tuticorin.⁵

End Notes

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