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CUSTOMER SATISFACTION TOWARDS TMT BARS: A STUDY IN SALEM DISTRICT (WITH SPECIAL REFERENCE TO HI TECH TMT BARS)

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Abstract

India’s economic growth is contingent upon the growth of the Indian steel industry. Consumption of steel is taken to be an indicator of economic development. While steel continues to have a stronghold in traditional sectors such as construction, housing and ground transportation, special steels are increasingly used in engineering industries such as power generation, petrochemicals and fertilisers. India occupies a central position on the global steel map, with the establishment of new state-of-the-art steel mills, acquisition of global scale capacities by players, continuous modernization and up gradation of older plants, improving energy efficiency and backward integration into global raw material sources.

Keywords: Steel Industry, Economic Development and Customer Satisfaction

Introduction

India’s economic growth is contingent upon the growth of the Indian steel industry. Consumption of steel is taken to be an indicator of economic development. While steel continues to have a stronghold in traditional sectors such as construction, housing and ground transportation, special steels are increasingly used in engineering industries such as power generation, petrochemicals and fertilisers. India occupies a central position on the global steel map, with the establishment of new state-of-the-art steel mills, acquisition of global scale capacities by players, continuous modernization and up gradation of older plants, improving energy efficiency and backward integration into global raw material sources.

History of Modern Steel Industry

The history of the modern steel industry began in the late 1850s, but since then steel has been basic to the world’s industrial economy. This article is intended only to address the business, economic and social dimensions of the industry, since the bulk production of steel began as a result of Henry Bessemer’s development of the Bessemer converter in 1857. Previously steel was expensive to produce and only used where nothing else would do. The Indian steel industry began expanding into Europe in the 21st century. In January 2007 India’s Tata Steel made a successful $11.3 billion offer to buy European steel maker Corus Group PLC. In 2006 Mittal Steel (based in London but with Indian management) acquired Arcelor for $38.3 billion to become the world’s biggest steel maker.

Rebars were known in construction well before the era of the modern reinforced concrete. Some 150 years before its invention rebars were used to form the carcass of the Leaning Tower of Nevansk in Russia, built on the orders of the industrialist Akinfiy Demidov. The purpose of such construction is one of the many mysteries of the tower. The cast iron used for rebars was of very high quality, and there is no corrosion on them up to this day. The carcass of the tower was connected to its cast iron tented roof, crowned with the first lightning rod in the Western world. This lightning rod was grounded through the carcass, though it is not clear whether the effect was intentional.

Steel production in India has increased by a compounded annual growth rate (CAGR) of 8 percent over the period 2002-03 to 2006-07. Going forward, growth in India is projected to be higher than the world average, as the per capita consumption of steel in India, at around 46 kg, is well below the world average (150 kg) and that of developed countries (400 kg). Indian demand is projected to rise to 200 million tonnes by 2015. Given the strong demand scenario, most global steel players are into a massive capacity expansion mode, either through brown field or Greenfield route. By 2012, the steel production capacity in India is expected to touch 124 million tonnes and 275 million tonnes by 2020. While green
field projects are slated to add 28.7 million tonnes, brown field expansions are estimated to add 40.5 million tonnes to the existing capacity of 55 million tonnes. Steel is manufactured as a globally tradable product with no major trade barriers across national boundaries to be seen currently. There is also no inherent resource related constraints which may significantly affect production of the same or its capacity creation to respond to demand increases in the global market. Even the government policy restrictions have been negligible worldwide and even if there are any the same to respond to specific conditions in the market and have always been temporary. Therefore, the industry in general and at a global level is unlikely to throw up substantive competition issues in any national policy framework. Further, there are no natural monopoly characteristics in steel. Therefore, one may not expect complex competition issues as those witnessed in industries like telecom, electricity, natural gas, oil, etc.

This, however, does not mean that there is no relevant or serious competition issue in the steel industry. The growing consolidation in the steel industry worldwide through mergers and acquisitions has already thrown up several significant concerns. The fact that internationally steel has always been an oligopolistic industry sometimes has raised concerns about the anticompetitive behaviours of large firms that dominate this industry. On the other hand the set of large firms that characterize the industry has been changing over time.

Trade and other government policies have significant bearing on competition issues. Matters of subsidies, non-tariff barriers to trade, discriminatory customs duty (on exports and imports) etc. may bring in significant distortions in the domestic market and in the process alter the competitive positioning of individual players in the market. The specific role of the state in creating market distortion and thereby the competitive conditions in the market is a well-known issue in this country.

This report proceeds as follows. Section 2 of the report provides a brief overview of the performance and structure of the Indian steel industry by analysing published secondary time series data on certain key indicators. Market structure is analysed using indicators such as number of players and their respective shares in total production, share of public and private players in the total production/sales, production capacity of major players, etc. Given the heterogeneous nature of the product this analysis is done for the various segments of steel that constitute the “relevant market”. This analysis is a precursor in identifying segments where competition may be an issue of concern to allow for a pointed analysis. Section 3 of the report documents policy and institutional structure governing the steel industry in India and the role played by the Government in the development of this industry. Section 4 of the report examines issues of competition of steel industry in India, by identifying the structurally inherent and the market determined positions of various steel firms specifically to see their market power, vis-à-vis both their final consumers as also those within the steel industry.

Statement of the Problem

Since Steel production is an important one of the nation and consumer satisfaction level is varied from brand TMT bars to identify in our market to keep what influence the consumer mindset to fit. TMT bar has to compare to another brands a less price, strong and lifelong utilization has to measured for in steel bars. Reason of purchase TMT Bars, Attributes of a company according to preferences, opinion about service attribute of the company and rate of quality & service of product etc., although these motivational factors there are various transactional and non transactional issues involved such as TMT bars users being comfortable and uncomfortable information also discussed on the market. Therefore, this study in the light of these observations the following researchable questions could be probed:

- What is the demographic and satisfaction level for consumers?
What is the outline of TMT bar purchasing choosing the product and reason for purchasing the HI TECH TMT BARS?

Objective of the Study

- To identify the problems faced by users of the HI TECH TMT BARS
- To analyse the effective advertising media
- To study the suggestions made by the consumers in improving the sales
- To find the features prefer before choosing the product and reason for purchasing the HI TECH TMT BARS
- To find level of customer satisfaction to the service rendered by the company

Research Methodology

Research Strategy

Survey Method is to be followed for the study. Both primary and secondary sources of data are to be used. The study was undertaken with a well structured questionnaire comprising close ended and liker's 5 point scale type questionnaire, duly filled by the respondents with varying demographic background. The questionnaire started with the respondents demographic background and covered their TMT bar users and steel related information has discussed. The secondary data are to be gathered from the books, journals, magazines and web portals.

Area of the study

The current study explores the TMT bar user buying behaviour of sample respondents selected from among the user in Salem District, Omalur Taluk, Tamilnadu.

Sampling Design and Technique

Sample design

Salem is a city and a Municipal Corporation in Salem district in the Indian state of Tamil Nadu. Salem is located about 160 kilometres (99 mi) northwest of Coimbatore and about 340 kilometres (211 mi) southwest of the state capital, Chennai. Salem is the fifth largest city in Tamil Nadu in terms of population after Chennai, Coimbatore, Madurai, and Tiruchirappalli respectively and fourth in terms of urbanisation. The area of the city is 100 km² (39 sq mi). Local tradition claims Salem as the birthplace of Tamil poetess Avvaiyar. Salem is one of the most major producers of traditional silver anklets, which are popular among women. The town houses a set of textile, steel, automotive, poultry and sago industries. Salem also has one of the largest magnesite deposits in India. Companies like Dalmia and TANMAG have mines here. It has also got rich bauxite & mineral reserves. The Leigh Bazaar market is a large regional market for agro products. It also has rich industrial base with the Salem steel plant, SISCOL, MALCO, CHEMPLAST and the Thermal & Hydel power plant at Mettur contribute towards power supply to the state.

Silk and cotton fabrics from Salem are sold throughout Tamil Nadu and are a big buy. The Indian Institute of Handloom Technology, the second of its kind in India, is found here. The Department of Sericulture in Tamil Nadu has its headquarters in Salem. Salem is one of the major producers of customary silver anklets, which are a rage with the women-folk here. Fabric exporting has been the oldest business in Salem, going back to the 1930s. The region of Salem city and Salem district are very rich in mineral resources. Minerals such as Iron, bauxite and Aluminium are found in this region. There is an exclusive Electrical and Electronics Industrial Estate in the Suramangalam area of Salem town.
Major National Highways origins from Salem are NH47 and NH68. Salem city is on NH 7 which is the main transit hub to the city of Coimbatore, NH 47 from Kanyakumari-Salem via Coimbatore making it a transit hub. It is also well connected with the state capital Chennai. Salem has several reputed educational institutions. Periyar University setup in 1997 is in charge of the Arts and Science colleges of the district. Large number of students come to Salem for higher education. Therefore it is called as ‘Steel City’. Salem district in Tamilnadu is heart of industries and reputed educational institutions and particularly professional institutions. Hence, Salem district was purposively chosen for the study. A survey conducting for TMT Bars consumers faced problems. While there is TMT purchasing consumers benefits has discussed for the study.

Collection of Data
The researcher through questionnaire collected the primary data from the respondents.

Primary Data
The researcher through questionnaires collected the primary data from the respondents.

Secondary Data
Secondary data for the study were collected from the library reference, technical and subject based books, journals and magazines and other previous studies.

Sample size
The sample size of 50 respondents had made TMT bar purchases and hence the analysis was confined to these respondents.

Sampling Method
Sampling design adopted for this study is non-probability convenience sampling method

Period of study
The primary data were collected from May to July 2013.

Research Instrument
“Questionnaire cum interview schedule”.

Statistical Tools
- Simple percentage
- Pie charts

Findings
- It is found from the analysis that majority (64%) of the respondents are male.
- It is found from the analysis that majority (36%) of the respondents belong to the of 21-30 years of age level.
- It is found from the analysis that majority (60%) of the respondents fall under Degree/Diploma category.
- It is found from the analysis that majority (42%) of the respondents are occupation by others.
- It is found from the analysis that most (44%) of the respondents are showing the family Monthly income upto Rs8001 to Rs.12,000.
It is found from the analysis that most (56%) of the respondents are showing the Family members lies between 3-4

It is found from the analysis that most (54%) of the respondents are Purchase the specify the product name of HI Tech TMT Bars for TMT Bars

It is found from the analysis that majority (34%) of the respondents to the know this HI TECH TMT BARS Company for Newspaper.

It is found from the analysis that most (52%) of the respondents to Reason of purchase Hi Tech Tmt Bars for Using to Strong.

It is found from the analysis that majority (82%). of respondents to accept for items in any other company.

It is found from the analysis that majority (60%) of the respondents to using Hi Tech Tmt Bars for one year and above.

It is found from the analysis that majority (68%) of the respondents are to the rate of quality & service to product of HI Tech Tmt Bars for Good.

It is found from the analysis that majority (88%) of the respondents are recommended HI Tech TMT Bars Company for others.

Suggestions

- The Dealer should more imbibe more promotional activities to attract potential customers to increase their market share.
- 68% of the respondents for HI Tech TMT Bars fulfill in our all expectation and quality & service to product of for Good.
- The customer expect that to Specify some reason using for HI Tech TMT Bars more strong and more value added services to maintain the client base and satisfactory level of the customers.

Conclusion

The study on “Customer Satisfaction towards TMT Bars in Salem District (With Special Reference to Hi Tech TMT Bars)” has given me valuable information through my study by visiting 50 respondents, users of HI Tech TMT Bars brands. This study enabled me to gather the information regarding the TMT bars market in the Omalur Taluk.

This study had provided me the insights about the TMT bars segment and gave me the practical knowledge. The study built a bridge between the theoretical management knowledge and the practical problems in the market. Consumer survey is an interesting one but also a critical one. Through the study is challenging and gave some practical difficulties. The researcher needed in this task to a great extent.
STRATEGIES FOR CUSTOMER RETENTION AND BRAND LOYALTY

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Abstract
Business needs to retain their customers to win their loyalty rather than merely satisfying them has become a popular topic recently in the business press. Successful customer retention starts with the first contact an organization has with a customer and continues throughout the entire lifetime of a relationship. A company’s ability to attract and retain new customers, is not only related to its product or services, but strongly related to the way it services to existing customers and the reputation it creates within and across the marketplace. Customer retention has a direct impact on profitability.

Business man keeps the words in mind “Treat his customer like Gold” and “Retain customer and keep his business Healthy”. Brand loyal consumers are the foundation of an organization. Greater loyalty levels lead to less marketing expenditure because the brand loyal customers promote the brand positively. Also, it acts as a means of launching and introducing more products that are targeted at same customers at less expenditure. It also restrains new competitors in the market.

Keywords: Customer retention, Brand loyalty, Significance and Strategies.

Introduction
Business needs to retain their customers to win their loyalty rather than merely satisfying them has become a popular topic recently in the business press. Successful customer retention starts with the first contact an organization has with a customer and continues throughout the entire lifetime of a relationship. The objective of customer retention is to grow your customer base by not losing customers. The alternative is to launch acquisition campaigns and then grow your customer base that way.

Every successful business depends on Brand Loyalty as it is the ultimate goal a company aims at. Brand Loyalty means a consumer’s commitment to a brand. It implies that the customer not only looks for his/her own benefit but is willing to think about the brands interest. It is mainly stated by repeat purchase. However it is not the end of the story. Brand Loyalty can be reflected in various positive behavior of the customer such as word of mouth advocacy, referring the brand to others and so on.

Customer Retention
Customer retention is the activity a company undertakes to prevent customers from defecting to alternative companies. Successful customer retention starts with the first contact and continues throughout the entire lifetime of the relationship. Customer retention is a cost-effective and profitable business strategy that is imperative in today’s competitive economic environment.

Proven Ways to Increase Customer Loyalty

- Be proactive! Research your competitors to compare pricing and marketing strategy.
- Talk to your employees. Your front line representatives will have great insights into customer needs and wants.
- Talk to your customers. No one knows better than your customers. Survey new customers and repeat customers to confirm your processes are effective.
- Monitor social media sites. Google your business name and see what comes up.
- Reward repeat customers.
Brand loyalty

The American Marketing Association defines brand loyalty as

- "The situation in which a consumer generally buys the same manufacturer-originated product or service repeatedly over time rather than buying from multiple suppliers within the category" (sales promotion definition).
- "The degree to which a consumer consistently purchases the same brand within a product class" (consumer behavior definition).

Significance of Customer Retention

Every business concern is to retain customer. So it is follow the significance of customer retention.

Possibility of Repeat Business

This is probably the most obvious advantage of customer retention. Effective services that lead to customer satisfaction will make your customer coming back to you again, thus giving you repeat business. Repeat business is a win-win proposition for the business / service provider and the customer. The business reduces the cost of customer acquisition, while the customer reduces the cost of finding a reliable vendor and thus also saves on costs associated with switching vendors.

Reduced Costs for Customer Acquisition

Acquiring a customer has certain associated costs. These include the costs associated with advertising, following up, sales demos, travel and meeting costs etc. Having a repeat customer means that the customer is already aware of your processes and can predict a certain quality of output, thus minimizing the costs involved in new customer acquisition. Having a repeat customer also has the potential to open up another channel to advertise your business – word of mouth.

Fostering Greater Interaction between Business and Customer

Today’s markets are increasingly moving away from mass produced standard products and services, towards a more customized market, where products and services are tailored to meet customers’ specific requirements. Having a repeat customer is an opportunity for you to build a more focused relationship based on your customers’ specific needs and requirements. Having a repeat business also provides an opportunity for the buyer and the seller to co-create products and services.

Having more Delighted Customers

Effective customer retention strategies allow you to move from the zone of customer satisfaction to customer delight. Studies have shown that customer delight is achieved only when there is a perfect synergy between the buyer and seller. When the seller understands exactly what the buyer needs and the buyer understands what the seller can deliver exactly what he needs. If you are able to delight your customers, you have better chances of them coming back to you, since they now know why you are different from the rest of competition.

Significance of Brand Loyalty

Brand loyalty determines that to what extent the consumer is loyal to the brand. It’s basically the attitude which is reflected in one’s behaviour. The number of times the brand is purchase and consumed by the buyer and repeated sales of the brand all are the reflections of brand loyalty. Brand is considered to be the credible source of providing the quality. So it is clearly mentioned in the definition the brand
that how important the quality matters in building the brand and in establishing the positive attitudes towards the brand in the form of brand loyalty.

As the number of brands increase in the market, the competition gets intensified with that the options for the buyers also becomes available and the degree of brand loyalty also decreases with it. So in order to tie the consumers to the brand, it is important for the marketer to maintain and improve the quality with consistency. Perceived risk is an important factor which incessantly has its influence on brand loyalty. The people with more perceived risk tend to be more loyal than those of the consumers having low perceived risk, because the people with higher perceived risk do not really want to change their brand on the regular basis, due to the risk involved in trying the new brand.

Strategies of customer retention

(A) Complaint Management System

Any worthwhile complaints management system has to have following basic features:

- **Visibility**: Customer should know where to complain.
- **Accessibility**: Customer should know how to complain. As a rule of thumb, the more formal the system for lodging complaints, the less accessible it is to customers.
- **Responsiveness**: Complaints need to be dealt quickly. The quicker the complaints are dealt with, the higher the customer satisfaction.
- **Customer-focused approach**: A service provider, who adopts customer-focused approach, invites complaints and indicates commitment of resolving complaints by its words and actions in all fairness.
- **Accountability**: Someone in the organization has to take responsibility for complaint handling.
- **Continuous Improvement**: This is about looking at the root causes and fixing them.

A good complaint management system must ensure that that complainant is kept informed, the staff understands the complaint processes, complaints are taken seriously and employees are empowered to deal with situations.

(B) Service Recovery Strategies

It is very important for service companies to have service recovery strategies which can be applied in case of service failure. The following steps are useful in an effective service recovery system.
Measure the costs of effective service recovery. It should include the indirect cost also, when a customer departs unhappily.

- Break customer silence and listen closely for complaints.
- Act fast.
- Train and empower employees. The front line people must be trained and empowered by the organization.
- Close the customer feedback loop

**Customer Loyalty Can Help Build Brand Loyalty**

- **Let your customers know you care.** Everyone likes to see, hear and know that they are appreciated. Tell your customers that you appreciate their business. Simply thanking your customers will help build a lasting relationship and also encourage future business.

- **Reach out to existing and past clients.** Customer loyalty is created by good customer relationships, and a good relationship doesn't exist without communication. Stay in touch through phone calls, postcards, newsletters, and emails to show customers you care.

- **Be available.** When customers reach out to you, they are looking for connection. Provide that connection through a variety of means to ensure that need for connection is met in a timely manner.

- **Build relationships.** Many customers will discontinue their relationship with an organization because they gain a perception that the business didn't care about them. Using a customer's name or referring to other personal facts in conversation is an extra touch that your customers will appreciate and remember.

- **Reward loyal customers.** Customer loyalty is based on building good customer relationships. Find an appropriate way to reward your most loyal customers, whether that means discounts or other types of gifts.

**Conclusion**

A number of things determine brand loyalty and customer retention. A customer develops brand loyalty and purchase same product only when they get quality product or service at the right price and once he/she gets it the customer expects the same from you. Now it is your responsibility to maintain the quality at a reasonable price. Finally you should encourage them to buy your product or service. Make yourself easily available and also improve your customer service. So customer retention and brand loyalty is correlated with one another.
ONLINE RETAIL SHOPPING: BUYERS BEHAVIOR TOWARDS RETAIL SHOPPING IN INDIA

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Abstract

The growing use of Internet in India provides a developing prospect for E-marketers. If E-marketers know the factors affecting online retail shopping buyer’s behaviour, and the relationships between these factors and the type of online buyers, then they can further develop their marketing strategies to convert potential customers into active ones, while retaining existent online retail customers. Online shopping or online retailing is a form of electronic commerce whereby consumers directly buy goods or services from a seller over the Internet without an intermediary service. This paper is part of study, and focuses on factors which online India buyers keep in mind while retail shopping online. It also investigates how different types of online buyers perceive websites differently. This research found that website design, website consistency/implementation, website customer service and website security/privacy are the four dominant factors which influence consumer perceptions of online purchasing. The process is called business-to-consumer (B2C) online shopping. When a business buys from another business it is called business-to-business (B2B) online shopping. The largest online retailing corporations are eBay and Amazon.com.

Key words: Internet, website, online buyers, shopping behavior and Factors

Introduction

Online shopping or online retailing is now popular trend in India. Online shopping means is a form of electronic commerce whereby consumers directly buy goods or services from a seller over the Internet without an intermediary service. An online shop, e-shop, e-store, Internet shop, web shop, web store, online store, or virtual store evokes the physical analogy of buying products or services at a bricks-and-mortar retailer or centre. Now Indian customers slowly move to use e-commerce. Online shopping sites like eBay, flipkart etc. are provides many efficient features which make online shopping easy and convenient. Now you can select a product from large variety, compare price, get offers online. In online shopping is a fast shopping compare to traditional shopping. It saves money and time. No transportation expenses. Many Indian customers scare about online transaction using debit or credit card. So cash on delivery makes fearless online shopping.

A framework is needed to structure the complex system of effects of the Today, demographic, psychographic and situational factors that impact a consumer’s decision to shop online and develop an in-depth understanding of consumers attitudes and intentions to shop online internet is not only a networking media, but also a global means of transaction for consumers. Internet usage has grown rapidly over the past years and it has become a common means for information transfer trade and services.

History

In 1990 Tim Berners-Lee created the first World Wide Web server and browser. It opened for commercial use in 1991. In 1994 other advances took place, such as online banking and the opening of an online pizza shop by Pizza Hut. During that same year, Netscape introduced SSL encryption of data transferred online, which has become essential for secure online shopping. Also in 1994 the German company Intershop introduced its first online shopping system. In 1995 Amazon launched its online shopping site, and in 1996 eBay appeared.

Online Retail in India

Online retail in India is directly related to the overall environment that has been conducive to internet usage, viz., an increasing young population of computer literates, the availability of the internet,
active internet users and the utilitarian and hedonic dimensions associated with internet usage. There are a number of online retailers such as Fabmart.co, First and second.com, Sharekhan.com, Makemytrip.com, ICICI who have offered products and services in India but have not been able to tap the mass segment. The reasons, being failure in understanding the demographics of Indian consumers, the lack of proper connectivity and interactivity of the internet, uncertainties about the quality of product or services, and also risky payment modes (IAMAI and IMRB, 2007). Most of the online retailers have been generating maximum revenues from advertisements and not from customers.

**Online Shopping Websites**

Like many online auction websites, many websites allow small businesses to create and maintain online shops (ecommerce online shopping carts), without the complexity that involved in purchasing and developing an expensive stand alone ecommerce software solutions.

**Design**

Customers are attracted to online shopping not only because of the high level of convenience, but also because of the broader selection, competitive pricing, and greater access to information. Business organizations seek to offer online shopping because it is much lower cost compared to bricks and mortar stores, offers access to a world wide market, increases customer value and builds sustainable capabilities.

**Information Load**

Designers of online shops are concerned with the effects of information load whether consumers can be given too much information in virtual shopping environments. Information load is a product of the spatial and temporal arrangements of stimulation the web store. Compared with conventional retail shopping, the information environment of virtual shopping is enhanced by providing additional product information such as comparative products and services as well as various alternatives and attributes of each alternative, etc.

**Consumer Needs and Expectations**

A successful web store is not just a good looking website with dynamic technical features, listed in many search engines. In addition to disseminating information, it is about building relationships and making money. Businesses often attempt to adopt online shopping techniques without understanding them and/or without a sound business model, producing web stores that support the organizations' culture and brand name without satisfying consumer's expectations.

**User Interface**

The most important factors determining whether customers return to a site are ease of use and the presence of user-friendly features. Usability testing is important for finding problems and improvements in a web site.

**Market Share**

E-commerce B2C product sales totaled $142.5 billion, representing about 8% of retail product sales in the United States. The $26 billion worth of clothes sold online represented about 13% of the domestic market, and with 72% of women looking online for apparel, it has become one of the most popular cross-shopping categories. Forrester Research estimates that the United States online retail industry will be worth $279 billion in 2015.
Payment

Online shoppers commonly use a credit card to make payments, however some systems enable users to create accounts and pay by alternative means, such as:

- Billing to mobile phones and landlines
- Cash on delivery (C.O.D., offered by very few online stores)
- Cheque
- Debit card
- Direct debit in some countries
- Electronic money of various types
- Gift cards
- Postal money order
- Wire transfer/delivery on payment

Some sites will not accept international credit cards, some require both the purchaser's billing address and shipping address to be in the same country in which site does its business, and still other sites allow customers from anywhere to send gifts anywhere.

Product Delivery: Once a payment has been accepted the goods or services can be delivered in the following ways.

Downloading: This is the method often used for digital media products such as software, music, movies, or images.

Drop shipping: The order is passed to the manufacturer or third-party distributor, who ships the item directly to the consumer, bypassing the retailer's physical location to save time, money, and space.

In-store pickup: The customer orders online, finds a local store using locator software and picks the product up at the closest store. This is the method often used in the bricks and clicks business model.

Printing out: Provision of a code for, or emailing of such items as admission tickets and scrip (e.g., gift certificates and coupons).

Shipping: The product is shipped to the customer's address or that of a customer designated third party.

Advantages of Online Shopping

Convenience

Online stores are usually available 24 hours a day, and many consumers have Internet access both at work and at home. Other establishments such as internet cafes and schools provide access as well. A visit to a conventional retail store requires travel and must take place during business hours.

Information and Reviews

Online stores must describe products for sale with text, photos, and multimedia files, whereas in a physical retail store, the actual product and the manufacturer's packaging will be available for direct inspection. In a conventional retail store, clerks are generally available to answer questions. Some online stores have real-time chat features, but most rely on e-mail or phone calls to handle customer questions.

Price and Selection

One advantage of shopping online is being able to quickly seek out deals for items or services with many different vendors (though some local search engines do exist to help consumers locate products
for sale in nearby stores). Search engines, online price comparison services and discovery shopping engines can be used to look up sellers of a particular product or service. Another major advantage for retailers is the ability to rapidly switch suppliers and vendors without disrupting users' shopping experience.

Disadvantages

Fraud and Security Concerns

Given the lack of ability to inspect merchandise before purchase, consumers are at higher risk of fraud on the part of the merchant than in a physical store. Merchants also risk fraudulent purchases using stolen credit cards or fraudulent repudiation of the online purchase. With a warehouse instead of a retail storefront, merchants face less risk from physical theft.

Lack of Full cost Disclosure

The lack of full disclosure with regards to the total cost of purchase is one of the concerns of online shopping. While it may be easy to compare the base price of an item online, it may not be easy to see the total cost upfront as additional fees such as shipping are often not be visible until the final step in the checkout process. The problem is especially evident with cross-border purchases, where the cost indicated at the final checkout screen may not include additional fees that must be paid upon delivery such as duties and brokerage.

Privacy

Privacy of personal information is a significant issue for some consumers. Different legal jurisdictions have different laws concerning consumer privacy, and different levels of enforcement. Many consumers wish to avoid spam and telemarketing which could result from supplying contact information to an online merchant.

Hands-on Inspection

Typically, only simple pictures and or descriptions of the item are all a customer can rely on when shopping on online stores. If the customer does not have prior exposure to the item's handling qualities, they will not have a full understanding of the item they are buying.

Product Suitability

Many successful purely virtual companies deal with digital products, (including information storage, retrieval, and modification), music, movies, office supplies, education, communication, software, photography, and financial transactions. Other successful marketers use drop shipping or affiliate marketing techniques to facilitate transactions of tangible goods without maintaining real inventory. Products less suitable for e-commerce include products that have a low value-to-weight ratio, products that have a smell, taste, or touch component, products that need trial fittings most notably clothing and products where colour integrity appears important. Nonetheless, some web sites have had success delivering groceries and clothing sold through the internet is big business in the U.S.

Conclusion

Online shopping is becoming popular in India these days. In a country like India, where people has to depend on metro cities for finding commodities with good quality and wide selection, Online shopping offers vast, easy and interesting shopping experience. Online shopping provides several advantages like 24 hours shopping, which requires less travel, rich product availability and
specifications etc. Also their service is quite fast and it reaches your specified location in the given timeline and promised on the site. With the focused TV advertisements, online advertisements and also offline advertisements, it’s hard to miss out the branding initiatives done by these online retail websites. The key to a successful sale be if offline and online is the customer service provided by these shops and these online retail stores do just that and follow up with emails and customer feedback on the service and also the product.

In 2012, the online stores backed heavily by finance and venture capitalists will be more aggressive and provide consumers with more discounts and massive products and choice to make and select. The customer service will be more on par with the international standards and purchasing and issue solving will be trouble free. All in all, a win-win situation for the consumers.

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GLOBAL MARKETING STRATEGIES: RECENT SCENARIO

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Abstract
Global marketing is a complex form of international marketing that engages an organization in marketing operations in many countries. Global marketing involves the marketing of goods and services outside the organization’s home country. Global marketing refers to marketing activities coordinated and integrated across multiple markets. International marketing requires a multi-faceted strategic approach. Continuous value creation and delivery should be the focus of strategies. Flexibility is as important as commitment. A hybrid approach that considers both country bases as well as buyer response bases is found to be more realistic. Global marketing requires firms to respond quickly in an ever-changing environment and necessitates a rapid and accurate response for both internal and external efficiency.

Keywords: International marketing, segmentation, Strategic marketing.

Introduction
Currently in India, the national economy and marketplace are undergoing rapid changes and transformation. A large number of reasons could be attributed to these changes. One of the reasons in these changes in the Indian Market Scenario is Globalization, and the subsequent and resulting explosive growth of global trade and the international competition.

The other reason for these changes in the Indian Market Scenario is the technological change. This is an important factor because the technological competitiveness is making, not only the Indian market, but also the global marketplace cutthroat.

In the Indian Marketing Scenario, the market success goes to those companies that are best matched to the current environmental imperatives. Those companies that can deliver what the people want and can delight the Indian customers are the market leaders.

Today the companies are operating in such a marketplace where survival of the fittest is the law. In order to win, the companies are coming out with various new and evolving strategies because the Indian market is also changing very fast. It is to capture the Indian market, that the Indian and the Multi National Companies are using all of their resources.

The Indian market is no longer a sellers market. The winner is the one who provides value for money. A large number of companies have huge idle capacities, as they have wrongly calculated the market size and installed huge capacities. This has further contributed to converting the Indian market into a buyers market.

The Indian Marketing Scenario is one of the biggest consumer markets and that is precisely the reason why India has attracted several MNC’s. These large Multi National Companies have realized that to succeed in the Indian market-place they need to hire Indian representative who are much more aware of the Indian economic, political, legal and social realities. In the Indian Marketing Scenario, it is the MADE FOR INDIA marketing strategies that work.

Although some would stem the foreign invasion through protective legislation, protectionism in the long run only raises living costs and protects inefficient domestic firms (national controls). Firms that do venture abroad find the international marketplace far different from the domestic one. Market sizes, Buyer behavior and marketing practices all vary, meaning that international marketers must carefully evaluate all market segments in which they expect to compete. Whether to compete globally is a strategic decision (strategic intent) that will fundamentally affect the firm, including its operations and its management.
Reasons for global expansion are mentioned below:

a. Opportunistic global market development (diversifying markets)
b. Following customers abroad (customer satisfaction)
c. Pursuing geographic diversification (climate, topography, space, etc.)
d. Exploiting different economic growth rates (gaining scale and scope)
e. Exploiting product life cycle differences (technology)
f. Pursuing potential abroad
g. Globalizing for defensive reasons
h. Pursuing a global logic or imperative (new markets and profits)

Globalization and its Effects

Globalization is an interesting phenomenon since it is obvious that the world has been going through this process of change towards increasing economic, financial, social, cultural, political, market, and environmental interdependence among nations. Virtually, everyone is affected by this process. Given these changes, globalization brings about a borderless world. Throughout this dissertation, the effects of globalization are classified into two broad Categories:

Measures of Globalization Effects

Global Market Opportunities

1. Opportunities to develop customer markets worldwide.
2. Global opportunities for trade and investment.
4. Opportunities to expand the firm’s products and/or markets.
5. International market expansion.
6. Identify potential customers.

Global Competitive Threats

1. Globalization has increased the number of competitors.
2. Globalization has increased the level of competition.

Global Market Uncertainty

1. Globalization has increased the difficulty in forecasting demand for the firm’s products.
2. Markets have become increasingly uncertain due to globalization.
3. Globalization has caused unpredictable changes in consumer purchasing patterns.

Global Multi Strategies

A global marketing strategy that totally globalizes all marketing activities is not always achievable or desirable. In the early phases of development, global marketing strategies were assumed to be of one type only, offering the same marketing strategy across the globe. As marketers gained more experience, many other types of global marketing strategies became apparent. Some of those were much less complicated and exposed a smaller aspect of a marketing strategy to globalization. A more common approach is for a company to globalize its product strategy and localize distribution and marketing communication.

Integrated Global Marketing Strategy

When a company pursues an integrated global marketing strategy, most elements of the marketing strategy have been globalized. Globalization includes not only the product but also the communications
strategy, pricing and distribution as well as such strategic elements as segmentation and positioning. Such a strategy may be advisable for companies that face completely globalized customers along the lines. It also assumes that the way a given industry works is highly similar everywhere, thus allowing a company to unfold its strategy along similar paths in country by country.

**Global Product Category Strategy**

Possibly the least integrated type of global marketing strategy is the global product category strategy. Leverage is gained from competing in the same category country after country and may come in the form of product technology or development costs. Selecting the form of global product category implies that the company while staying within that category will consider targeting different segments in each category or varying the product, advertising and branding according to local market requirements.

**Global Segment Strategy**

A company that decides to target the same segment in many countries is following a global segment strategy. The company may develop an understanding of its customer base and leverage that experience around the world. In both consumer and industrial industries significant knowledge is accumulated when a company gains in-depth understanding of a niche or segment. A pure global segment strategy will even allow for different products, brands or advertising although some standardization is expected.

**Global Marketing Mix Element Strategies**

These strategies pursue globalization along individual marketing mix elements such as pricing, distribution, place, promotion, communications or product. They are partially globalized strategies that allow a company that customize other aspects of its marketing strategy.

**Global Product Strategy**

Pursuing a global product strategy implies that a company has largely globalized its product offering. Although the product may not need to be completely standardized worldwide, key aspects or modules may in fact be globalized. Global product strategies require that product use conditions, expected features and required product functions be largely identical so that few variations or changes are needed.

**Global Advertising Strategy**

Globalized advertising is generally associated with the use of the same brand name across the world. However, a company may want to use different brand names partly for historic purposes. Global advertising themes are most advisable when a firm may market to customers seeking similar benefits across the world.

**Composite Global Marketing Strategy**

The above descriptions of the various global marketing models give the distinct impression that companies might be using one or the other generic strategy exclusively. Reality shows, however, that few companies consistently adhere to only one single strategy.

**Competitive Global Marketing Strategies**

Two types of approaches emerge as of particular interest to us. First, there are a number of heated global marketing duels in which two firms compete with each other across the entire global chessboard.
The second, game pits a global company versus a local company- a situation frequently faced in many markets.

**Global Market Entry Strategies**

**Exporting as an Entry Strategy**

Exporting represents the least commitment on the part of the firm entering a foreign market. Exporting to a foreign market is a strategy many companies follow for at least some of their markets. Since many countries do not offer a large enough opportunity to justify local production, exporting allows a company to centrally manufacture its products for several markets and therefore to obtain economies of scale.

**Direct Exporting**

Direct exporting includes setting up an export department within the firm or having the firm’s sales force sell directly to foreign customers or marketing intermediaries. A company engages in direct exporting when it exports through intermediaries located in the foreign markets. Under direct exporting, an exporter must deal with a large number of foreign contacts, possibly one or more for each country the company plans to enter.

**Licensing**

 Licensing is similar to contract manufacturing, as the foreign licensee receives specifications for producing products locally, but the licensor generally receives a set fee or royalty rather than finished products. Licensing may offer the foreign firm access to brands, trademarks, trade secrets or patents associated with products manufactured.

**Franchising**

Franchising is a special form of licensing in which the franchiser makes a total marketing program available including the brand name, logo, products and method of operation. Usually the franchise agreement is more comprehensive than a regular licensing agreement in as much as the total operation of the franchisee is prescribed. It differs from licensing principally in the depth and scope of quality controls placed on all phases of the franchisee’s operation.

**Local Manufacturing**

A common and widely practiced form of market entry is the local manufacturing of a company’s products. Many companies find it to their advantage to manufacture locally instead of supplying the particular market with products made elsewhere. Numerous factors such as local costs, market size, tariffs, laws and political considerations may affect a choice to manufacture locally.

**Ownership Strategies**

Companies entering foreign markets have to decide on more than the most suitable entry strategy. They also need to arrange ownership, either as a wholly owned subsidiary, in a joint venture, or more recently in strategic alliance.

**Strategic Alliances**

A more recent phenomenon is the development of a range of strategic alliances. Alliances are different from traditional joint ventures in which two partners contribute a fixed amount of resources and the venture develops on its own.
Entering Markets through Mergers and Acquisitions

Although international firms have always made acquisitions, the need to enter markets more quickly than through building a base from scratch or entering some type of collaboration has made the acquisition route extremely attractive. This trend has probably been aided by the opening of many financial markets, making the acquisition of publicly traded companies much easier. Most recently even unfriendly takeovers in foreign markets are now possible.

Entry Strategy Configuration

In reality, most entry strategies consist of a combination of different formats. We refer to the process of deciding on the best possible entry strategy mix as entry strategy configuration.

Conclusion

Global marketing is the process of focusing an organization's resources on the selection and exploitation of global market opportunities consistent with and supportive of its short and long-term strategic objectives and goals.

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A STUDY ON BUSINESS ENVIRONMENT IN INDIA AN OVERVIEW

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Abstract
The purpose of this study was to find solutions for problems related to the organization performance when connected with business environment. This study was theoretical review, especially about the overview of business environment on the organization performance. The results showed that business environment have a significant effect on organization performance. Furthermore it was found that business environment has implication for organization performance.

Keywords: business environment, organization performance

Introduction
The term the environment comes from the French word environ and means everything that surrounds us. Under such a broad umbrella, there is a host of ways in which environmental studies can be understood. The Faculty of Environmental Studies defines it as the study of a range of environments, from the bodies we live, to the physical structures, institutions and industries we build, to the politics, languages and cultural practices we use to communicate, and to the earth and processes.

Meaning of Environment
Environment is the sum total of all surroundings of a living organism, including natural forces and other living things, which provide conditions for development and growth as well as of danger and damage. Living things do not simply exist in their environment. They constantly interact with it. Organisms change in response to conditions in their environment. The environment consists of the interactions among plants, animals, soil, water, temperature, light, and other living and non-living things.

Definition of Environment
According to Philip Kotler "environment is the combination of all of physical and organic factors that act on a living being, residents, or ecological society and power its endurance and growth".

Characteristics of Business Environment
The following are the major characteristics of Business Environment:
1. It is a sum total of both internal and external forces.
2. It includes specific (to the firm) as well as general forces (Common to all firms).
3. It is dynamic (always changing) in nature.
4. Since prediction of future is difficult, it is always uncertain.

Objectives of Business Environment
1. Markets and customers: sales growth, market shares, product reliability, delivery
2. Employees: safety at work, training, diversity
3. Economic performance: operating margin, free cash flow, return on assets, level of investments
4. Environmental policy: end-of-life recovery, number of sites with a certified environmental management system
5. Production: manufacturing cost production capacities, flexibility.
Classification of Business Environment

Political Environment
Government actions which affects the operations of a company or business. These actions may be on local, regional, national or international level. Business owners and managers pay close attention to the political environment to gauge how government actions will affect their company.

Legal Environment
Body of rules and regulations, and orders and statutes, concerned with the maintenance and protection of the natural environment of a country. It provides basis for measuring and apportioning liability in cases of environmental crime and the failure to comply with its provisions.

Economic Environment
The totality of economic factors, such as employment, income, inflation, interest rates, productivity, and wealth, that influence the buying behavior of consumers and institutions.

Socio Cultural Environment
Socio cultural environment can be defined to as a combination of social and cultural factors in a population. It can also be used to refer to the way people behave in their surroundings.

Technology Environment
External factors in technology that impact business operations. Changes in technology affect how a company will do business. A business may have to dramatically change their operating strategy as a result of changes in the technological environment.

Demographic Environment
The demographic environment in a specific market is the way in which the culture of specific demographics affects the way that a market behaves. The population is often split into groups that can be targeted individually.

Physical Environment
The physical environment is defined as the section of the human environment that has physical factors, for instance soil, water supply and climate. The term can also be defined as the material surroundings of a process, system or organism.

Conclusion
The economic activities of organisations and individuals create both benefits and costs not only for themselves but for society as a whole. For example, a new factory may improve an organisation profitability, create jobs, and increase the range of goods and services available. At the same time, however, the presence of the new factory may create noise and congestion, increase demand for fuel, raise levels of pollution (in the air, on land, in water), and put pressure on available housing and on social amenities such as schools, hospitals as well as on drainage and sewage systems.

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விஜய பண்டிகைத் தற்போதைய நடவடிக்கை சிறப்பு அற்புதம். புத்தகங்களின் காரணமாக வரும் அற்றுக்கூறுகள், வழக்கங்கள் போன்ற வரும் நடவடிக்கை சிறப்பு அற்புதம். "விஜய பண்டிகைத் தற்போதைய நடவடிக்கை சிறப்பு அற்புதம்".

போக்குமான போக்குமான போக்குமான போக்குமான போக்குமான போக்குமான போக்குமான போக்குமான போக்குமான போக்குமான போக்குமான போக்குமான போக்குமான போக்குமான போக்குமான போக்குமான போக்குமான போக்குமான போக்குமான போக்குமான போக்குமான போக்குமான போக்குமான போக்குமான போக்குமான போக்குமான போக்குமான போக்குமான போக்கு போக்கு போக்கு போக்கு போக்கு போக்கு போக்கு போக்கு போக்கு போக்கு போக்கு போக்கு போக்கு போக்கு போக்கு போக்கு போக்கு போக்கு போக்கு போக்கு போக்கு போக்கு போக்கு போக்கு போக்கு போக்கு போக்கு போக்கு போக்கு போக்கு போக்கு போக்கு போக்கு போக்கு போக்கு போ போ 

"விஜய பண்டிகைத் தற்போதைய நடவடிக்கை சிறப்பு அற்புதம்" என்று காணிக்கும் போக்குமான போக்குமான போக்குமான போக்குமான போக்குமான போக்குமான போ 

"முதல் புத்தக அற்புதம் நடவடிக்கை போக்குமான போ 

"பல்லாட்டாளர்ப் போக்குமான போக்குமான போக்குமான போக்குமான போக்குமான போ 

"இயற்கையாளர் போக்குமான போக்குமான போக்குமான போக்குமான போ 

"விஜய பண்டிகைத் தற்போதைய நடவடிக்கை போ 

"சிறு தாவரம் நடவடிக்கை போக்குமான போக்கு 

"விஜய பண்டிகைத் தற்போதைய நடவடிக்கை போ 

"சிறு தாவரம் நடவடிக்கை போக்குமான போக்கு 

"விஜய பண்டிகைத் தற்போதைய நடவடிக்கை போ 

"சிறு தாவரம் நடவடிக்கை போக்குமான போக்கு
Sri Vijay Vidyalaya College of Arts and Science (Women), Dharmapuri
A STUDY ON STRESS AMONG WOMEN POLICE IN PUDUKKOTTAI DISTRICT

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Abstract
Modern life with accomplishments is considered as a world of stress. The 21st century is termed as “Anxiety and Stress”. The advancement of science and technology created new awareness with new perspective. Stress causes positive as well as negative feelings and attitudes. As a positive influence, it is constructive and it is called as eustress. But in negative influence, it causes distrust, rejection, anger and depression, it is called as distress. Stress can be categorized as Psychological stress, Social stress and Role stress. The main reason for stress is due to heavy work load of communication, sometimes unpleasant working conditions etc., According to Medical Dictionary,” Stress associated with expected roles or positions experienced as frustration”. A role is defined as a type of behaviour. There are different types of role stress.

Role stress is defined as the stress experienced by the persons because of their roles in the organisations. Role stress components include stressors, outside the organisations-especially extra organisational stress. Psychological stress refers to the emotional and psychological reaction experienced when an individual confronts a situation in which demands go beyond their coping resources. Ex: Marital problem, death of loved one, abuse, health problem, financial crisis etc.

Stress Among Women Police
Stress at the workplace is quite common in these days and it has become a fact of life inevitable in this age of intense competition. Stress is the state of mind when external demand of the role exceeds from the internal capabilities of the person. Women are playing dynamic roles from homemaker to political leader. In the 21st century, women enter the criminal justice system as a response to social forces like societal violence, individual violent behaviour, social problems, child abuse, crime against women and children, and for better protection of women and juveniles.

Women in policing have had an important political, social, economic, and psychological impact. Stress is considered an integral part of modern life and it is the psychological or physiological reaction that occurs when an individual perceives an imbalance between the level of demand placed upon him and his capability for meeting the demand. When compared to other occupations, police job is considered highly stressful and stress is an integral part of the life of a professional police officers.

Police often encounter stressful situations in their daily work, and these stressors have cumulative effects. Gender plays a major role in stress as female police personnel face more stress related problems than their male counterpart as they manage both family commitments and also working in law enforcement.

Inception of All Women Police Stations (AWPS)
A landmark step a few years later was the creation of All Women Police Stations (AWPS) across the country to help women victim to file complaints. Tamil Nadu was the first state to have an AWPS in 1991. Today AWPSs have become an accepted adjunct to regular police stations all over the country, mainly a station that receives complaints of domestic violence and dowry harassment by women. Women have also been inducted into the state as well as district armed police units to participate in peace maintenance work.

Need of the Study
Stress plays an important role in today's modern world. We never saw a person without stress. Stress prevails in almost each and every organization, whereas in police department the stress plays a lot than any other options.
However, this study is mainly concentrated on stress among women police, their interest in joining the service, their challenges, remedial measures etc. However, studies on stress and perception of women police in facing challenges and the extent of stress in their opinion appear to somewhat sparse. Therefore, a study on stress and challenges faced by women police and the extent of stress in their opinion is proposed.

**Statement of the Problem**

Pudukkottai district is a relatively peaceful when compared to other districts in the state. Women Police in Pudukkottai district plays an important roles in dealing the problems faced by women in their family life and also take stringent legal action against the accused who are involved in grave crime like rape, dowry death etc. Women police are serving in various ranks starting from constables to Inspectors level in the district. Though their representation is increased over the years and many welfare measures have been taken to create conducive working environment, still there are various issues with them.

This study aims at analysing the demographic profile of women police in Pudukkottai district and various challenges faced by them which causes stress both at working place and personal life. It is also aimed to identify various remedial measures to improve the system for effective functioning in public service.

**Hypotheses**

The following hypotheses were framed.

- There is no significant association between the reasons for Personal Life Stress and Overall stress.
- There is no association between the Reasons for Work Place Stress and Overall stress.

**Research Methodology**

Methodology is a way to solve a research problem systematically. It explains the various steps that are generally adopted by a research to solve a research problem.

**Research Design**

The research design chosen is descriptive as the study reveals the existing facts. Descriptive research is the study which describes the characteristics of a particular individual, or a group. It involves fact-finding, inquiries of different kinds etc.

**Sampling Design**

a) **Sampling unit**

The respondents were only women police personnel belong to local, Armed Reserve (AR), AWPS in pudukkottai district.

b) **Sample size**

For the selection of the sample from among the women police personnel, a convenient sampling technique was adopted. As the name indicates, sample size refers to the number of respondents or the size of the sample which is to be surveyed. The research concentrated on 6 subdivisions comprising 38 police stations apart from 5 All women Police Stations and Armed Reserve (AWPS & AR). In all there are 156 respondents were selected for the study.
c) Sampling Procedure

It refers to the definite plan adopted by the research for obtaining the data from the respondents. The researcher prepared structured questionnaires for data collection for this study. The questionnaires included questions on demographic profile and sources of stress.

Period of the Study

The period of the study is only 3 months i.e. from December 2016 to February 2017.

Data Collection

The present study is both descriptive and analytical one. Primary and Secondary data have been used in this study. The research has designed a comprehensive questionnaire to collect the Primary data from the respondent. Secondary data was collected from the Government records, Books, Journals and the Internet. The researcher used Chi-Square test, and Anova test to validate the data for the study.

Limitations of the Study

In an attempt to make this project authentic and reliable, every possible aspect of the topic was kept in mind. Nevertheless, despite of fact constrains were at play during the formulation of this project. The main limitations are as follows:

- The main source of data for the study was women police from which the primary data were collected through questionnaire. Hence, the chances of biased information may arise.
- People were hesitant to disclose the real facts at the time of data collection.

Review of Literature

Cooper and Davidson in the year (1987) referred that Police occupational stress is a widespread problem because of its numerous negative effects on individuals and on police organizations. Officers who experience high levels of occupational stress report a high incidence of physical ailments and psychological problems that affect their work performance. Specifically, they commonly have poor health are frequently absent from work experience burnout are dissatisfied with their jobs and because of weak organizational commitment, they may not fully invest themselves in their work or they may retire prematurely.

Juniper D., in the year (1996) DzAlthough some subsequent pieces of research have not found an exclusive influence of workplace problems on stress, workplace problems have repeatedly been shown to be important influencesdz. Other studies have documented that workplace problems are the strongest if not the only predictors of occupational stress for police.

Christopher A. Barbb, Michigan, (2003) has done a research on Police stress of “The Melvindale Police Department” states that police officers are more susceptible to stress related problems than the general population due to the very nature of their work. Police officers are exposed to various traumatic experiences during their tours of duty. Officers are also faced with making life and death decisions that can create a great deal of stress. The results indicate that officers do indeed suffer from stress and its effects. Stress in the workplace can be a threat to employee health and well being.

Ma CC, Andrew ME, Fekedulegn D, in the year (2014) viewed that political pressure, lack of time for family, negative public image and low salary were the primary causes of stress among police personnel. Shift work closely associated with occupational stress.

Bhanupriya Rao on August 19, (2015) has done her research in the topic “Women In Police Force-Numbers & Beyond” states that while police manuals lay down little difference between policing roles for men and women, in practice it plays out very differently, with some states like Jharkhand
laying separate rules for them. Jharkhand rules lay down that ‘Women police are only to perform specified tasks which include escorting female prisoners, duties in relation to cases of violence against women and children, helping men police in any investigation involving interrogation or execution of warrant or in any matter concerning women generally, watch duty of female suspects and any miscellaneous duty according to ability.’

Profile of Women Police in Pudukkottai District

Pudukkottai Police District was formed on bifurcation of erstwhile Tiruchirappalli and Thanjavur districts as per G.O.Ms. No. 84 Home department, dated 11.01.1974 of Govt. Of Tamil Nadu and started functioning from 14.01.1974 with existing Police Stations in Pudukkottai and Aranthangi police Sub-Divisions and Armed Reserve consisting of two active platoons and one Head Quarter platoon.

Subsequently, after few years, one All Women Police Station was opened in Pudukkottai Sub-Division at Pudukkottai in the year 1980 as per G.O. Ms. No. 2113 Home Department, dated 12.08.1980 with the sanctioned strength of one Women Inspector of police, 3 Women Sub-Inspectors of Police, 3 Women Head Constables, 4 Women Gr.I PCs and 15 Women Gr. II PCs.In the year 1995, one more All Women Police Station was opened in Aranthangi Sub-Division at Aranthangi as per G.O. Ms. No. 1132 Home (Pol-14) Department, dated 26.07.1995 with the sanctioned strength of one Women Inspector of police, 3 Women Sub-Inspectors of Police, 3 Women Head Constables, 4 Women Gr.I PCs and 15 Women Gr. II PCs.

During the review of Home Department taken up by the Hon'ble Chief Minister of Tamilnadu on 19th, 20th and 21st June 2001, the Government decided to open 126 All women Police Stations in the State in 3 phases to reach a level of one All Women police Station per one Sub-Division in the State and to appoint one Women Sub-Inspectors of Police and 2 Women Police Constables to each of the 1217 Taluk regular Police Stations in the State. According to the above decisions, orders to that effect were issued by the Government in G.O.Ms. No. 913 / Home (Pol-14) Department, dated 21.09.2001.
In order to execute the decision taken by the Government, one All Women Police Station for Ponnamaravathy Sub-Division in Pudukkottai district was opened in the same year in 2001 at Thirumayam with the sanctioned strength of one Women Inspector of police, 1 Women Sub-Inspectors of Police, 3 Women Head Constables and 10 Women Gr. II PCs in G.O.Ms. No. 913 Home (Pol-14) Department, dated 21.09.2001. Further, 33 posts of Women Sub-Inspectors of Police and 66 posts of Women Gr.II PCs for 33 Police Taluk Police Stations were also sanctioned to Pudukkottai district to receive the complaints from women public and making enquiry.

As per the above decision taken by the Government, one All Women police Station for Keeranur Sub-Division and one All Women police Station for Alangudi Sub-Division in Pudukkottai district were opened in the subsequent years 2002 and 2003 as per G.O. Ms. No. 625 Home (Pol-14) Department, dated 18.07.2002 and as per G.O. Ms. No. 1315 Home (Pol-14) Department, dated 09.12.2003 respectively. Out of 6 Police Sub-Divisions available in Pudukkottai district, 5 Sub-Divisions were provided the All Women Police Stations as supra. The Kottaipattinam Sub-Division was not provide the All Women police Station, as this sub-division was opened only in the year 2005, i.e. after issuance of G.O. Ms. No. 913 Home (Pol-14) Department, dated 21.09.2001.
The Pudukkottai district Armed Reserve police force was subsequently strengthened by sanctioning of four additional platoons with the following strength.

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Govt. Order No.</th>
<th>Number of Platoons sanctioned</th>
<th>Strength sanctioned</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>(3)</td>
<td>SI (4)</td>
</tr>
<tr>
<td>1.</td>
<td>G.O.Ms.No. 2634 Home Department, dated 22.09.1986</td>
<td>1</td>
<td>--</td>
</tr>
<tr>
<td>2.</td>
<td>G.O.Ms.No. 685 Home (Pol-8) Department, dated 21.05.1993</td>
<td>1</td>
<td>--</td>
</tr>
<tr>
<td>3.</td>
<td>G.O.Ms.No. 1112 Home Department, dated 06.12.2014</td>
<td>2</td>
<td>4</td>
</tr>
</tbody>
</table>

After formation of Pudukkottai district, so many Taluk police stations, special units, prohibition units, Traffic police stations were opened and finally Pudukkottai district now functioning in Taluk police as on 01.01.2017 consists of 6 Sub-Divisions, 38 Taluk Police Stations, 4 Traffic police stations, 2 Prohibition Enforcement Wings (PEW) and 6 special units with the sanctioned strength of 2 Addl. Supdts. of Police, 10 Deputy Supdts. of Police, 29 Inspectors of Police, 78 Men Sub-Inspectors of Police, 105 Head Constables, 138 Grade I Police Constables and 912 Grade II Police Constables. In addition to that 31 Women Sub-Insprs. of Police and 66 Women Grade II Police Constables totally 1371 strength were sanctioned to the above Taluk police stations and special units. Of the above, 3 Women Inspectors of Police, 13 Women Sub-Inspectors of Police, 32 Women Head Constables, 68 Women Grade I Police Constables and 58 Women Grade II Police Constables, totally 174 women police officers and personnel are now working in Taluk Police Stations in Pudukkottai district.
All the 5 All Women Police Stations in Pudukkottai district were sanctioned with 5 Women Inspectors of Police, 9 Women Sub-Insprs. of Police, 13 Women Head Constables, 10 Women Grade I Police Constables and 69 Women Grade II Police Constables, totally 106 strength were sanctioned exclusively for All Women Police Stations. But, 5 Women Inspectors of Police, 2 Women Sub-Insprs. of Police, 11 Women Head Constables, 9 Women Grade I Police Constables and 35 Women Grade II Police Constables are now working in the All Women Police Stations in Pudukkottai district.

Analysis and Interpretation Of Data

Introduction

In this chapter, the data collection from the respondents were systematically analysed and presented in the form of table under various headings. They were also arranged in such a way that a detailed analysis can be made so as to present suitable interpretations of the same.

Chi-Square Analysis

Analysis of the Significant Association between The Reasons for Personal Life Stress and Overall Stress

Chi-Square ($x^2$) Test has been used to find the significant association between the reasons for personal life stress and overall stress (Table No.1) and to find the significant association between the reasons for work place stress and overall stress (Table No.4.13) are depicted as below.

Chi-Square Test

Testing the Association between Reasons for Personal Life Stress and Overall Stress

Table - 1

<table>
<thead>
<tr>
<th>Determinants</th>
<th>Pearson Chi-Square Value</th>
<th>Df</th>
<th>Asymp. Sig ( 2 - Sided )</th>
</tr>
</thead>
<tbody>
<tr>
<td>Comment by Family members</td>
<td>122.578</td>
<td>16</td>
<td>0.000** (S)</td>
</tr>
<tr>
<td>Inability to attend Family Functions and Other Functions</td>
<td>251.571</td>
<td>20</td>
<td>0.000** (S)</td>
</tr>
</tbody>
</table>
### Table 1

Refusal of leave by Officials | 181.328 | 16 | 0.000** (S)
Not understanding Physical Condition | 142.684 | 20 | 0.000** (S)
Limited Time with family | 84.547 | 16 | 0.000** (S)
Misunderstanding with Husband | 280.921 | 16 | 0.000** (S)
Inability to take care of Children’s | 93.732 | 8 | 0.000** (S)
Distant Work Place | 150.916 | 16 | 0.000** (S)
Different approach by Male Colleagues in Night Duty | 131.972 | 20 | 0.000** (S)
No proper Timely Food and Rest | 112.38 | 16 | 0.000** (S)
Unable to concentrate on Physical Health | 112.049 | 20 | 0.000** (S)
Away from Family | 203.66 | 16 | 0.000** (S)
Additional work during Female Problems | 170.83 | 16 | 0.000** (S)

** Significant at 0.01 level (2 - tailed)

Source: Primary Data (S) Significant

### Inference

The above Table 1 stated the result of chi-square analyses between the reasons for personal life stress and overall stress; chi-square values, p values and their significance. It is evident that the reasons for personal life stress is statistically significant and positively associated with overall stress: Comment by Family members ($\chi^2 = 122.578$, $p < 0.01$ ), Inability to attend Family Functions and Other Functions ($\chi^2 = 251.571$, $p < 0.01$ ), Refusal of leave by Officials ($\chi^2 = 181.328$, $p < 0.01$ ), Not understanding Physical Condition ($\chi^2 = 142.684$, $p < 0.01$ ), Limited Time with family ($\chi^2 = 84.547$, $p < 0.01$ ), Misunderstanding with Husband ($\chi^2 = 280.921$, $p < 0.01$ ), Inability to take care of Children’s ($\chi^2 = 93.732$, $p < 0.01$ ), Distant Work Place ($\chi^2 = 150.916$, $p < 0.01$ ), Different approach by Male Colleagues in Night Duty ($\chi^2 = 131.972$, $p < 0.01$ ), No proper Timely Food and Rest ($\chi^2 = 112.380$, $p < 0.01$ ), Unable to concentrate on Physical Health ($\chi^2 = 112.049$, $p < 0.01$ ), Away from Family ($\chi^2 = 203.660$, $p < 0.01$ ), Additional work during Famines Problems ($\chi^2 = 170.830$, $p < 0.01$ ).

Therefore the null hypothesis is rejected and alternate hypothesis is accepted with the reasons for personal life stress. It is concluded, that there is an association between the reasons for personal life stress and overall stress.

### Chi-Square Test

Testing the Association between Reasons for Work Place stress and overall stress

### Table -2

<table>
<thead>
<tr>
<th>Determinants</th>
<th>Pearson Chi-Square Value</th>
<th>df</th>
<th>Asymp. Sig (2 - Sided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>No Proper Recognition</td>
<td>133.601</td>
<td>20</td>
<td>0.000** (S)</td>
</tr>
<tr>
<td>Women's Idea are not Accepted</td>
<td>142.97</td>
<td>20</td>
<td>0.000** (S)</td>
</tr>
<tr>
<td>More Work Burden without Rest</td>
<td>173.232</td>
<td>16</td>
<td>0.000** (S)</td>
</tr>
</tbody>
</table>

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<table>
<thead>
<tr>
<th>Reason</th>
<th>Chi-Square</th>
<th>df</th>
<th>p Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>At Managing Peer Male Domination</td>
<td>156.269</td>
<td>20</td>
<td>0.000**</td>
</tr>
<tr>
<td>At Managing Sexual Torture</td>
<td>110.026</td>
<td>20</td>
<td>0.000**</td>
</tr>
<tr>
<td>When Proper Rest Rooms are not Available</td>
<td>102.723</td>
<td>16</td>
<td>0.000**</td>
</tr>
<tr>
<td>While Critical Situation</td>
<td>107.48</td>
<td>20</td>
<td>0.000**</td>
</tr>
<tr>
<td>When Departmental Action or Punishment, without Enquiry</td>
<td>66.643</td>
<td>16</td>
<td>0.000**</td>
</tr>
<tr>
<td>Irresponsible Peer Group</td>
<td>186.198</td>
<td>16</td>
<td>0.000**</td>
</tr>
<tr>
<td>Problems Aroused While Honestly Working</td>
<td>115.319</td>
<td>20</td>
<td>0.000**</td>
</tr>
<tr>
<td>Transfer when Unexpected Situation</td>
<td>117.258</td>
<td>12</td>
<td>0.000**</td>
</tr>
<tr>
<td>Job Reporting Time - Morning</td>
<td>112.148</td>
<td>12</td>
<td>0.000**</td>
</tr>
<tr>
<td>Frequent Night Shift</td>
<td>127.854</td>
<td>20</td>
<td>0.000**</td>
</tr>
<tr>
<td>Compulsion to Complete the Task in Time</td>
<td>136.179</td>
<td>20</td>
<td>0.000**</td>
</tr>
<tr>
<td>More Working Time</td>
<td>121.292</td>
<td>16</td>
<td>0.000**</td>
</tr>
<tr>
<td>In sufficient Supervisors</td>
<td>175.382</td>
<td>20</td>
<td>0.000**</td>
</tr>
<tr>
<td>When Court Duty</td>
<td>156.607</td>
<td>20</td>
<td>0.000**</td>
</tr>
<tr>
<td>Producing and Protecting the Accused</td>
<td>118.66</td>
<td>20</td>
<td>0.000**</td>
</tr>
</tbody>
</table>

** Significant at 0.01 level (2 - tailed)
Source: Primary Data (S) Significant (NS) Not Significant

Inference
The above Table 2 stated the result of chi-square analyses between the reasons for work place stress and overall stress; chi-square values, p values and their significance. It is evident that the reasons for work place stress are statistically significant and positively associated with overall stress:

No proper recognition ($\chi^2 = 133.601, p < 0.01$), Women’s idea are not accepted ($\chi^2 = 142.970, p < 0.01$), More work burden without rest ($\chi^2 = 173.232, p < 0.01$), At managing peer male domination ($\chi^2 = 156.269, p < 0.01$), At managing sexual torture ($\chi^2 = 110.026, p < 0.01$), When proper rest rooms are not available ($\chi^2 = 102.723, p < 0.01$), While critical situation ($\chi^2 = 107.48, p < 0.01$), When departmental action or punishment, without enquiry ($\chi^2 = 66.643, p < 0.01$), Irresponsible peer group ($\chi^2 = 186.198, p < 0.01$), Problems aroused while honestly working ($\chi^2 = 115.319, p < 0.01$) Transfer when unexpected situation ($\chi^2 = 117.258, p < 0.01$), Job reporting time - Morning ($\chi^2 = 112.148, p < 0.01$), Frequent night shift ($\chi^2 = 170.830, p < 0.01$), Compulsion to complete the task in time ($\chi^2 = 136.179, p < 0.01$), More working time ($\chi^2 = 121.292, p < 0.01$), In sufficient supervisors ($\chi^2 = 175.382, p < 0.01$), When court duty ($\chi^2 = 156.607, p < 0.01$), Producing and protecting the accused ($\chi^2 = 118.66, p < 0.01$), When insufficient work force($\chi^2 = 142.584, p < 0.01$), Often other district duties ($\chi^2 = 208.417, p < 0.01$).

Therefore the null hypothesis is rejected and alternate hypothesis is accepted with the reasons for work place stress. It is concluded, that there is an association between the reasons for work place stress and overall stress. Chi-Square ($x^2$) Test reveals that there is an association between both reasons for personal life stress and work place stress with overall stress.
Summary of Findings, Suggestions and Conclusion

Findings

- Chi-Square ($x^2$) Test reveal that there exists statistically significant positive association between the reasons for personal life stress and overall stress at one percent level.
  - Comment by Family members ($x^2 = 122.578$, $p < 0.01$).
  - Inability to attend Family Functions and Other Functions ($x^2 = 251.571$, $p < 0.01$).
  - Refusal of leave by Officials ($x^2 = 181.328$, $p < 0.01$).
  - Not understanding Physical Condition ($x^2 = 142.684$, $p < 0.01$).
  - Limited Time with family ($x^2 = 84.547$, $p < 0.01$).
  - Misunderstanding with Husband ($x^2 = 280.921$, $p < 0.01$).
  - Inability to take care of Children's ($x^2 = 93.732$, $p < 0.01$).
  - Distant Work Place ($x^2 = 150.916$, $p < 0.01$).
  - Different approach by Male Colleagues in Night Duty ($x^2 = 131.972$, $p < 0.01$).
  - No proper Timely Food and Rest ($x^2 = 112.380$, $p < 0.01$).
  - Unable to concentrate on Physical Health ($x^2 = 112.049$, $p < 0.01$).
  - Away from Family ($x^2 = 203.660$, $p < 0.01$).
  - Additional work during Feminine Problems ($x^2 = 170.830$, $p < 0.01$).

- Chi-Square ($x^2$) Test reveal that there exists statistically significant positive association between the reasons for work place stress and overall stress at one percent level.
  - No proper recognition ($x^2 = 133.601$, $p < 0.01$).
  - Women's ideas are not accepted ($x^2 = 142.970$, $p < 0.01$).
  - More work burden without rest ($x^2 = 173.232$, $p < 0.01$).
  - At managing pear male domination ($x^2 = 156.269$, $p < 0.01$).
  - At managing sexual torture ($x^2 = 110.026$, $p < 0.01$).
  - When proper rest rooms are not available ($x^2 = 102.723$, $p < 0.01$).
  - While critical situation ($x^2 = 107.48$, $p < 0.01$).
  - When department action or punishment without enquiry ($x^2 = 66.643$, $p < 0.01$).
  - Irresponsible pear group ($x^2 = 186.198$, $p < 0.01$).
  - Problems aroused while honestly working ($x^2 = 115.319$, $p < 0.01$).
  - Transfer when unexpected situation ($x^2 = 117.258$, $p < 0.01$).
  - Job reporting time - Morning ($x^2 = 112.148$, $p < 0.01$).
  - Frequent night shift ($x^2 = 170.830$, $p < 0.01$).
  - Compulsion to complete the task in time ($x^2 = 136.179$, $p < 0.01$).
  - More working time ($x^2 = 121.292$, $p < 0.01$).
  - In sufficient supervisors ($x^2 = 175.382$, $p < 0.01$).
  - When court duty ($x^2 = 156.607$, $p < 0.01$).
  - Producing and protecting the accused ($x^2 = 118.66$, $p < 0.01$).
  - When insufficient work force ($x^2 = 142.584$, $p < 0.01$).
  - Often other District duties ($x^2 = 208.417$, $p < 0.01$).

Suggestions

The researcher gives the following suggestions and recommendations to solve the work place and personal life stress based on the study.
The respondents’ suggest the followings to implement immediately:
- Implementing eight hour shift system – 57.7 percentage
- Monthly Two-days leave on rotation – 41.0 percentage
- Monthly twice yoga training – 52.6 percentage
- Superiors’ care – taking – 41.7 percentage
- Filling the vacancies – 49.4 percentage
- Taking necessary actions through Visaka Commission on sexual complaints – 37.2 percentage
- Providing sufficient welfare measures – 43.6 percentage
- Unable to share problems freely to superiors – 34.0 percentage

The respondents’ suggest the followings to improve the present status:
- arranging sufficient medical camps – 32.7 percentage
- Nearer to home – 42.9 percentage
- Proper recognition – 51.9 percentage
- Motivating and providing scope for skill development – 42.9 percentage

The researcher suggest and referred the following:
- Eight hour shift base work,
- Providing basic facilities like toilets for Women in Police Station and mobile toilets in bandobust sites.
- Proper recognition for work,
- Twice yoga training in a month,
- Immediate filling up of vacancies,
- Arranging exclusive medical campaigns,
- Avoiding night duties especially in interior areas
- Effective grievance redress mechanism should be required in order to manage stress among the respondents.

Conclusion
Policing is considered a most stressful profession than other professions and they have significant exposure to risks at all levels of work. Especially female police personnel face more stress related problems than their male counterparts as they manage to strike a balance between both personal life and professional life. The key stressors which affect maximum number of women personnel are poor peer relations, intrinsic impoverishment and under participation. This is because women have become highly career conscious with indomitable spirits to become socially and economically independent.

Stress instead of being controlled could be effectively managed by employing the techniques such as relaxation, cognitive restructuring, reinforcement based operant techniques, changing of lifestyle, maintaining good health, keeping up social relations, developing sense of humour, living in the present, planning for future aim. Having a set of realistic short-term and long-term goals, a sense of personal growth, gain insight, inculcate a well-knit value system are also effective in managing stress. Action, in fact, is caused by stress, so stress need not be controlled, instead better managed.

References
2. Christopher A. Barbb, Police Stress: A study of the Melvindale Police Department. An applied research project submitted to the department of interdisciplinary technology as part of the school of police staff and command program.(2003)


A STUDY ON FINANCIAL PERFORMANCE OF TITAN WATCH INDUSTRY (HOSUR) LIMITED

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Abstract
Finance is regarded as the lifeblood of a business enterprise. In general, finance may be defined as a “position of money at the activity concerned with planning rising, controlling and administering of the funds used in the business”. Financial performance is the process of identifying the financial strength and weak of the firm by properly establishing relationship between the items of the balance sheet and profit and loss accounts. Finance is regarded the lifeblood of a business enterprise. In general finance may be defined as a provision of money at the time it is wanted “business finance can broadly be defined as the activity concerned with planning raising controlling and administrating of the funds used in the business”. In India, from many watch manufacturing industries only two of them succeed one is the TITAN watch industry that established by Tata and another one is HMT watch industry. The other watch manufacturing competitors are SWISS watch industry, Japanese watch industry, Chinese watch industry and other unknown brands in significant numbers in the grey market.

Statement of the Problem
During the past five years, Titan industries are facing consistent financial problems. This study concentrate more on the financial analysis of Titan industry. The analysis mainly identify individual department financial soundness and the resource of the company.

Importance of the study
- It is important to study that it is one of the largest watch manufacturing industries in India.
- It is important to study the TITAN watch is situated in industrially backward District. i.e. Hosur, and Krishnagiri district.
- It is important to study because of lack of mobility of funds internal as well as external resources.

Objectives of the Study
- To study on financial performance of the TITAN [watch division] Industries Ltd company.
- To study the find out the financial position of the company.
- To study the liquidity and solvency position of the company.
- To study the profitability position of the company
- To suggest suitable measure to improve the performance of Titan Industry Ltd.

Research Methodology
A study on financial performance of titan industries using ratio analysis, Trend analysis is analytical research. Since the researcher have asked the facts of information already available and analysis them to make a critical evaluation at the material.

Research Design
After formulated the research the researcher will be required to prepare a research design. The research design based on the nature at the research problem analytical research is taken for this study analytical research is the research that the Researcher has to use facts or information already available and analyze these to make a critical evaluation at the material.
Collection of Data

The study is based on secondary data, information required for the study have been collected from the books of accounts, all auditors reports, annual reports and other records maintained by the Titan watch industry.

Tools Used for Analysis

- Profitability ratio
- Turnover ratio
- Solvency ratio

Period of the Study

- The period covers a period of ten years from 2006-2007 to 2015-2016 were taken for this study.

Review of Literature

Hassan Benchedroun, Amrita Ray Chaudhuri (2006) They analyze the effects of bilateral tariff reductions on the profitability of cost-reducing horizontal mergers. Given cornet competition in a two-country world, for any positive tariff below a certain threshold, marginal trade liberalization is shown to encourage only those domestic mergers with sufficiently large cost-savings and to discourage the rest. For tariffs close to, but smaller than, the prohibitive tariff, however, marginal trade liberalization necessarily encourages all domestic mergers. Moreover, they show that for a given level of cost-savings, the impact of marginal trade liberalization may not reliably predict that of no marginal liberalization.

Maheshwari (2007) Ratio analysis is one of the techniques of financial analysis where ratios are used as a yardstick for evaluating the financial condition and performance of a firm. Analysis and interpretation of various accounting ratios gives a skilled and experienced analyst, a better understanding of the financial condition and performance of than what he could have obtained only through a perusal of financial statements.

Ashwani Kumar Bhalla, Parvinder Arora (2009) Housing finance is a specialized form of finance and efficiency of housing finance system in a country is one of the basic indicators of the growth of its economy. Hence understanding the efficiency and effectiveness of housing finance system is very much essential and relevant. This paper critically examines the profitability of selected housing finance companies and analyzes the strong factors which affect the profitability of these companies. The evaluation of performance of housing Finance companies is made using some widely used indicators of measuring finance companies performance, namely financial ratios. To compare the company wise profitability of selected housing finance companies they have used the set of ratios to compare the profitability of these companies. These ratios are Return on Capital Employed (ROCE), interest income as percentage of capital employed, operating and administrative expenses as percentage of capital employed expenses as percentage of capital employed. In the analysis vicariate correlation analysis has been used to study the correlation between various variables.

Profile of the Study

Titan was established in the year 1984, becoming the third Indian Watch manufacturer after HMT and Allwyn. Titan formed a joint venture with Timex Group, which lasted until 1998, to set up a distribution network across India. Titan is the 5th largest watch manufacturer company in the world. TITAN is the joint venture between the Tata Group and Tamil Nadu Industrial development corporation. TITAN was incorporated on 26 July 1987 at Chennai. It was promoted with Questar investment ltd Titan is an
enterprise India’s largest business house the group’s extremely Interest range from cone sectors industries like cement, steel, automobiles and power Generations to computer & consumer electronics and hotels and aimed to become a Millionaire company. Titan 33,851sq meter manufacturing complex in Hosur, Tamil Nadu Confirms to the international standards. The facility built with in investments of 2.33 Billion includes manufacturing of movement components. Electron iron plating, computer Aided design and tool making; virtually all the components that requires one produced By it include fifty departments. Add it employees 1024 [Executive] level workers and 440 Level employees.

Vision
To be a world innovative and progressive organization and to build India’s Must desirable brands.

Mission
To create wealth for all our stake holders by building highly successful Businesses based on a customer centric approach and to contribute to the community.

Analysis and Interpretation Of Data
Analysis and interpretation of financial statements with the help of ‘ratios’ Is termed as ratio analysis involves the process of computing, determining and presenting The relationship of times or groups if item of financial statements. Ratio analysis is an age old technique of financial analysis. It is “the process of determining and presenting the relationship of items in the financial statements”. Ratio can be defined as relationships Expressed in quantitative terms. Between figures which have cause and effect relationships or which are connected with each other in some manner or the other.

Liquidity Ratio
- Profitability Ratio
- Solvency Ratio

Analysis of Income Statement
Profitability Ratios
For the account and business manager, profit is synonymous with Owners earning and is found by subtracting costs including interest charges From the total revenue accruing to the form during a particular period of its operations. Christy and Order state that profit in the figure at the bottom of it income statement what is left for shareholders after all charge have been paid. Profits is any volume and profitability is ratio. Being a ratio, profitability is a meaning full measure and can be used and as an effective standard performance regardless of a firm size. Profitability ratio can be classified into:
- Return on Investment
- Operating Ratio
- Operating Profit Ratio
- Net Profit Ratio
- Gross Profit Ratio

1. Return on Investment
This ratio is called ‘Return on Investment’ (R.O.I) or ‘Return on Capital Employed’. It measure the sufficient or otherwise of profit in relation to Capital employed. The operating profit means profit before interest and tax. The term Capital employed means net working capital and fixed assets include. Formula: Return on Investment= Operating Profit/ Capital Employed
Table No-1 Return on Investment Ratio

<table>
<thead>
<tr>
<th>Years</th>
<th>Operating profit</th>
<th>Capital Employed</th>
<th>Ratio X</th>
<th>X^2</th>
<th>XY</th>
<th>Trend</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006-2007</td>
<td>186</td>
<td>500</td>
<td>37.2</td>
<td>-4.5</td>
<td>20.25</td>
<td>-167.4</td>
</tr>
<tr>
<td>2007-2008</td>
<td>265</td>
<td>598</td>
<td>44.3</td>
<td>-3.5</td>
<td>12.25</td>
<td>-155.05</td>
</tr>
<tr>
<td>2008-2009</td>
<td>347</td>
<td>664</td>
<td>52.2</td>
<td>-2.5</td>
<td>6.25</td>
<td>-130.5</td>
</tr>
<tr>
<td>2009-2010</td>
<td>436</td>
<td>587</td>
<td>74.2</td>
<td>-1.5</td>
<td>2.25</td>
<td>-111.3</td>
</tr>
<tr>
<td>2010-2011</td>
<td>612</td>
<td>1006</td>
<td>60.8</td>
<td>-0.5</td>
<td>0.25</td>
<td>-30.4</td>
</tr>
<tr>
<td>2011-2012</td>
<td>833</td>
<td>1422</td>
<td>58.5</td>
<td>0.5</td>
<td>0.25</td>
<td>29.25</td>
</tr>
<tr>
<td>2012-2013</td>
<td>1011</td>
<td>1873</td>
<td>53.9</td>
<td>1.5</td>
<td>2.25</td>
<td>121.275</td>
</tr>
<tr>
<td>2013-2014</td>
<td>1048</td>
<td>3110</td>
<td>33.69</td>
<td>2.5</td>
<td>6.25</td>
<td>84.225</td>
</tr>
<tr>
<td>2014-2015</td>
<td>1153</td>
<td>2880</td>
<td>40.0</td>
<td>3.5</td>
<td>12.25</td>
<td>140</td>
</tr>
<tr>
<td>2015-2016</td>
<td>945</td>
<td>2960</td>
<td>31.9</td>
<td>4.5</td>
<td>20.25</td>
<td>143.55</td>
</tr>
</tbody>
</table>

Sources: Annual Report

From the above table 1 shows that the return on capital employed ratio. During the study period 2006-2007 to 2015-2016. These increased ratio during the period 2009-2010 is 74.27, rest of last six years decreased on 2015-2016 is 31.92. Hence the company is not satisfied due to decline of the company Return on Investment Compare with 2009-2010. The ratio and trend values has slight difference between them, the trend analysis also decreasing each and every year. In the year during 2006-2016 the respectively trend are up to bottom.

2. Operating Ratio

This ratio indicates the relationship between total operating expenses And sales. Total operating expenses include cost of sales, administrative expenses and selling and distribution expenses. Net sales means total sales minus sales returns.

Formula: Cost of Sales + Operating Expenses/ Net Sales

Table No – 2 Operating Ratio

<table>
<thead>
<tr>
<th>Years</th>
<th>Operating Cost</th>
<th>Net Sales</th>
<th>Ratio X</th>
<th>X^2</th>
<th>XY</th>
<th>Trend</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006-2007</td>
<td>2282</td>
<td>2135</td>
<td>106.88</td>
<td>-4.5</td>
<td>20.25</td>
<td>-480.96</td>
</tr>
<tr>
<td>2007-2008</td>
<td>3144</td>
<td>3051</td>
<td>103.04</td>
<td>-3.5</td>
<td>12.25</td>
<td>-360.64</td>
</tr>
<tr>
<td>2008-2009</td>
<td>3962</td>
<td>3882</td>
<td>102.06</td>
<td>-2.5</td>
<td>6.25</td>
<td>-255.15</td>
</tr>
<tr>
<td>2009-2010</td>
<td>4697</td>
<td>4674</td>
<td>100.49</td>
<td>-1.5</td>
<td>2.25</td>
<td>-150.73</td>
</tr>
<tr>
<td>2010-2011</td>
<td>6033</td>
<td>6521</td>
<td>92.51</td>
<td>-0.5</td>
<td>0.25</td>
<td>-46.255</td>
</tr>
<tr>
<td>2011-2012</td>
<td>8005</td>
<td>8838</td>
<td>90.57</td>
<td>0.5</td>
<td>0.25</td>
<td>22.6425</td>
</tr>
<tr>
<td>2012-2013</td>
<td>9102</td>
<td>10113</td>
<td>90.00</td>
<td>1.5</td>
<td>2.25</td>
<td>202.5</td>
</tr>
<tr>
<td>2013-2014</td>
<td>9867</td>
<td>10916</td>
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<td>2.5</td>
<td>6.25</td>
<td>225.975</td>
</tr>
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<td>2014-2015</td>
<td>10750</td>
<td>11903</td>
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<tr>
<td>2015-2016</td>
<td>10319</td>
<td>11264</td>
<td>91.61</td>
<td>4.5</td>
<td>20.25</td>
<td>412.245</td>
</tr>
</tbody>
</table>

Sources: Annual Report

From the above table 2 shows that the operating ratio during the Study period 2006-2007 to 2015-2016. The operating profit during the year lowest ratio of the company in 2012-2013 is 90.00, It was increased in the year similarly 2006-2007 is 106.88, 2007-2008 is 103.04, 2008-2009 is 102.06, 2009-2010 is 100.49, 2010-2011 is 92.51, 2011-2012 is 90.57, 2013-2014 is 90.39, 2014-2015 is 90.31, 2015-
2016 is 91.61, The operating ratio is satisfactory level in the company. The trend analysis also decreasing each and every year. In the year during 2006-2016 the respectively trend are up to bottom.

3. Operating Profit Ratio

It is the ratio of profit made from operating sources to the sales, usually shown as a percentage. It shows the operational efficiency of the Firm and is measure of the management’s efficiency in running the routine operations of the firm.

Formula: Operating Ratio / Sales x100

<table>
<thead>
<tr>
<th>Years</th>
<th>Operating profit</th>
<th>Net Sales</th>
<th>Ratio</th>
<th>X</th>
<th>X2</th>
<th>XY</th>
<th>Trend</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009-2010</td>
<td>436</td>
<td>4674</td>
<td>9.32</td>
<td>-1.5</td>
<td>2.25</td>
<td>-13.98</td>
<td>9.1235</td>
</tr>
<tr>
<td>2010-2011</td>
<td>612</td>
<td>6521</td>
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<td>0.25</td>
<td>-4.69</td>
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<td>2011-2012</td>
<td>833</td>
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<td>2012-2013</td>
<td>1011</td>
<td>10113</td>
<td>9.99</td>
<td>1.5</td>
<td>2.25</td>
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<td>2013-2014</td>
<td>1048</td>
<td>10916</td>
<td>9.60</td>
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<td>2014-2015</td>
<td>1153</td>
<td>11903</td>
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<td>12.25</td>
<td>33.88</td>
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<td>2015-2016</td>
<td>945</td>
<td>11265</td>
<td>8.38</td>
<td>4.5</td>
<td>20.25</td>
<td>37.71</td>
<td>8.8955</td>
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</table>

Sources: Annual Report

The above table 4.3 shows that the operating profit ratio during The study period 2006-2007 to 2015-2016. The operating profit ratio 2006-2016 is ratio similarly these were increased year by year. Hence the company is satisfied operating profit ratio. The ratio and trend values has slight difference between them, the trend analysis also decreasing each and every year. In the year during 2006-2016 the respectively trend are up to bottom.

4. Net Profit Ratio

This ratio is also called net profit to sales ratio. It is measure of management efficiency in operating the business successfully from the owners point of view. It indicates the ratio return on shareholders Investment. Higher the ratio better is the operational efficiency of the business concern.

Formula: Net Profit Ratio = Net Profit After Tax / Net Sales x100

<table>
<thead>
<tr>
<th>Years</th>
<th>Net profit</th>
<th>Net Sales</th>
<th>Ratio</th>
<th>X</th>
<th>X2</th>
<th>XY</th>
<th>Trend</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007-2008</td>
<td>150</td>
<td>3051</td>
<td>4.91</td>
<td>-3.5</td>
<td>12.25</td>
<td>-17.185</td>
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<tr>
<td>2008-2009</td>
<td>159</td>
<td>3882</td>
<td>4.09</td>
<td>-2.5</td>
<td>6.25</td>
<td>-10.225</td>
<td>5.167</td>
</tr>
<tr>
<td>2009-2010</td>
<td>250</td>
<td>4674</td>
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<td>2010-2011</td>
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<td>6521</td>
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<td>2011-2012</td>
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<td>0.25</td>
<td>3.39</td>
<td>6.073</td>
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<td>2012-2013</td>
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<td>10.74</td>
<td>6.375</td>
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<td>6.78</td>
<td>2.5</td>
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<td>16.95</td>
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<tr>
<td>2014-2015</td>
<td>823</td>
<td>11903</td>
<td>6.91</td>
<td>3.5</td>
<td>12.25</td>
<td>24.185</td>
<td>6.979</td>
</tr>
<tr>
<td>2015-2016</td>
<td>706</td>
<td>11265</td>
<td>6.26</td>
<td>4.5</td>
<td>20.25</td>
<td>28.17</td>
<td>7.281</td>
</tr>
</tbody>
</table>

Sources: Annual Report
The above table 4 revealed that the Net profit ratio during the study period 2006-2007 to 2015-2016. The net profit ratio of the company were from decreased 2008-2009 is 4.09, and then company were increased from 2012-2013 is 7.16, Hence the company is satisfactory placed on net profit. The ratio and trend values has slight difference between them, the trend analysis also increasing each and every year. In the year during 2006-2016 the respectively trend are up to bottom.

5 Gross Profit Ratio

This ratio is also known as gross margin or trading margin ratio. Gross Profit ratio indicates the difference between sales and direct costs. Gross profit ratio explain the relationship between gross profit and Net sales.

Formula: Gross Profit Ratio: Gross Profit / Net Sales

<table>
<thead>
<tr>
<th>Years</th>
<th>Gross Profit</th>
<th>Net Sales</th>
<th>Ratio</th>
<th>X</th>
<th>X²</th>
<th>XY</th>
<th>Trend</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007-2008</td>
<td>312</td>
<td>3051</td>
<td>10.22</td>
<td>-3.5</td>
<td>12.25</td>
<td>-35.77</td>
<td>10.32625</td>
</tr>
<tr>
<td>2008-2009</td>
<td>391</td>
<td>3882</td>
<td>10.07</td>
<td>-2.5</td>
<td>6.25</td>
<td>-25.175</td>
<td>10.22675</td>
</tr>
<tr>
<td>2009-2010</td>
<td>465</td>
<td>4674</td>
<td>9.94</td>
<td>-1.5</td>
<td>2.25</td>
<td>-14.91</td>
<td>10.12725</td>
</tr>
<tr>
<td>2010-2011</td>
<td>538</td>
<td>6521</td>
<td>8.25</td>
<td>-0.5</td>
<td>0.25</td>
<td>-4.125</td>
<td>10.02775</td>
</tr>
<tr>
<td>2011-2012</td>
<td>966</td>
<td>8838</td>
<td>10.93</td>
<td>0.5</td>
<td>0.25</td>
<td>5.465</td>
<td>9.92825</td>
</tr>
<tr>
<td>2012-2013</td>
<td>1104</td>
<td>10113</td>
<td>10.91</td>
<td>1.5</td>
<td>2.25</td>
<td>16.365</td>
<td>9.82875</td>
</tr>
<tr>
<td>2013-2014</td>
<td>1088</td>
<td>10916</td>
<td>9.96</td>
<td>2.5</td>
<td>6.25</td>
<td>24.9</td>
<td>9.72925</td>
</tr>
<tr>
<td>2015-2016</td>
<td>977</td>
<td>11265</td>
<td>8.67</td>
<td>4.5</td>
<td>20.25</td>
<td>39.015</td>
<td>9.53025</td>
</tr>
</tbody>
</table>

Sources: Annual Report

From the above table 5 shows that the Gross profit during the study period 2006-2007 to 2015-2016. The Gross profit highest during the year is 2011-2012 is 10.93, lowest ratio during the year 2010-2011 is 8.25. Hence the company is satisfactory placed on Gross Profit. The ratio and trend values has slight difference between them, the trend analysis also decreasing each and every year. In the year during 2006-2016 the respectively trend are up to bottom.

6. Current Ratio

The ratio of current assets to current liabilities is called ‘Current Ratio’. In order to measure the short-term liquidity or solvency of a concern, Comparison of current assets and current liabilities.

Formula: Current Ratio = Current Assets / Current Liabilities

<table>
<thead>
<tr>
<th>Years</th>
<th>Current Assets</th>
<th>Current Liabilities</th>
<th>Ratio</th>
<th>X</th>
<th>X²</th>
<th>XY</th>
<th>Trend</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006-2007</td>
<td>820</td>
<td>571</td>
<td>1.43</td>
<td>-4.5</td>
<td>20.25</td>
<td>-6.435</td>
<td>0.98475</td>
</tr>
<tr>
<td>2007-2008</td>
<td>1169</td>
<td>843</td>
<td>1.38</td>
<td>-3.5</td>
<td>12.25</td>
<td>-4.83</td>
<td>1.10325</td>
</tr>
<tr>
<td>2008-2009</td>
<td>1164</td>
<td>974</td>
<td>1.19</td>
<td>-2.5</td>
<td>6.25</td>
<td>-2.975</td>
<td>1.22175</td>
</tr>
<tr>
<td>2009-2010</td>
<td>1496</td>
<td>1172</td>
<td>1.27</td>
<td>-1.5</td>
<td>2.25</td>
<td>-1.905</td>
<td>1.34025</td>
</tr>
<tr>
<td>2010-2011</td>
<td>3204</td>
<td>2481</td>
<td>1.29</td>
<td>-0.5</td>
<td>0.25</td>
<td>-0.645</td>
<td>1.45875</td>
</tr>
<tr>
<td>2011-2012</td>
<td>4002</td>
<td>2949</td>
<td>1.35</td>
<td>0.5</td>
<td>0.25</td>
<td>0.675</td>
<td>1.57725</td>
</tr>
<tr>
<td>2012-2013</td>
<td>4978</td>
<td>3554</td>
<td>1.40</td>
<td>1.5</td>
<td>2.25</td>
<td>3.5</td>
<td>1.69575</td>
</tr>
</tbody>
</table>
From the table 6 shows that the standard of current ratio is 2:1 but the firm current ratios are less than the standard during the study period 2006-2007 to 2015-2016. The highest current ratio was 2.05 in the year 2013-2014 and the lowest ratio 1.19 from 2008-2009. It found that there is an amount of current assets as the firm is properly utilizing the funds to current assets the trend analysis also increasing each and every year. In the year during 2006-2016 respectively trend are up to bottom.

7. Quick Or Liquid Assets Ratio

Quick or liquid assets refer to assets which is quickly convertible into cash. Current assets other than stock and prepaid expenses are considered as quick assets.

**Formula:** Quick Ratio = Quick Assets / Quick Liabilities

**Table No.7 Quick Assets Ratio**

<table>
<thead>
<tr>
<th>Years</th>
<th>Quick Assets</th>
<th>Current Liabilities</th>
<th>Ratio</th>
<th>X</th>
<th>X2</th>
<th>XY</th>
<th>Trend</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006-2007</td>
<td>677</td>
<td>571</td>
<td>1.18</td>
<td>-4.5</td>
<td>20.25</td>
<td>-5.31</td>
<td>0.9766</td>
</tr>
<tr>
<td>2007-2008</td>
<td>1021</td>
<td>843</td>
<td>1.21</td>
<td>-3.5</td>
<td>12.25</td>
<td>-4.235</td>
<td>1.0418</td>
</tr>
<tr>
<td>2008-2009</td>
<td>1203</td>
<td>974</td>
<td>1.23</td>
<td>-2.5</td>
<td>6.25</td>
<td>-3.075</td>
<td>1.107</td>
</tr>
<tr>
<td>2009-2010</td>
<td>1340</td>
<td>1172</td>
<td>1.14</td>
<td>-1.5</td>
<td>2.25</td>
<td>-1.71</td>
<td>1.1722</td>
</tr>
<tr>
<td>2010-2011</td>
<td>1994</td>
<td>2481</td>
<td>0.80</td>
<td>-0.5</td>
<td>0.25</td>
<td>-0.4</td>
<td>1.2374</td>
</tr>
<tr>
<td>2011-2012</td>
<td>2879</td>
<td>2949</td>
<td>0.97</td>
<td>0.5</td>
<td>0.25</td>
<td>0.485</td>
<td>1.3026</td>
</tr>
<tr>
<td>2012-2013</td>
<td>3678</td>
<td>3554</td>
<td>1.03</td>
<td>1.5</td>
<td>2.25</td>
<td>1.545</td>
<td>1.3678</td>
</tr>
<tr>
<td>2013-2014</td>
<td>3867</td>
<td>2394</td>
<td>1.61</td>
<td>2.5</td>
<td>6.25</td>
<td>4</td>
<td>1.433</td>
</tr>
<tr>
<td>2014-2015</td>
<td>4047</td>
<td>2248</td>
<td>1.80</td>
<td>3.5</td>
<td>12.25</td>
<td>6.3</td>
<td>1.4982</td>
</tr>
<tr>
<td>2015-2016</td>
<td>4442</td>
<td>2558</td>
<td>1.73</td>
<td>4.5</td>
<td>20.25</td>
<td>7.785</td>
<td>1.5634</td>
</tr>
</tbody>
</table>

**Sources:** Annual Report

The table 7, shows that the liquid (or) quick assets ratio during the study period 2006-2007 to 2015-2016. The standard quick ratio is 1:1. But the company quick ratios are less than the standard. The highest and lowest quick ratio was 1.80 and 0.80 in the year 2014-2015 and 2010-2011. Hence the company should be concentrate for collection of funds from the outsiders. The ratio and trend values has slight difference between them, the trend analysis also increasing each and every year. In the year during 2006-2016 respectively trend are up to bottom.

**Findings, Suggestions and Conclusion**

**Findings**

- The Return on Investment Ratio increased during the period 2006-2010 is 74.2, rest of last six years decreased on 2011-2016 is 31.9. Hence the company is not satisfied.
- The operating ratio is higher in the year 2006-2007 is 106.88 and lowest ratio in the year 2012-2013 is 90.00. so satisfied level in the company
- The operating profit ratio is higher in the year 2012-2013 is 9.99. And lowest ratio in the year 2015-2016 is 8.38. Hence the company is satisfied.
The net profit ratio were from decreased in the year 2008-2009 is 4.09, and the company were increased from 2012-2013 is 7.16. Hence the company is satisfactory placed on net profit.

The Gross profit ratio highest during the year is 2011-2012 is 10.93, lowest ration during the year 2010-2011 is 8.25. Hence the company is satisfactory placed on Gross profit.

The standard of current ratio is 2:1 but the firm current ratios are less than the standard. During the study period 2006-2007 to 2015-2016. The highest current ratio was 2.05 in the year 2013-2014 and the lowest ratio 1.19 from 2008-2009. It found that there is an amount of current assets as the firm is properly utilizing the funds to current assets.

The standard quick ratio is 1:1, But the company quick ratios are less than the standard. The highest and lowest quick ratio was 1.80 and 0.80 in the year 2014-2015 and 2010-2011. Hence the company should be concentrate for collection of funds from the outsiders.

**Suggestions**

The financial performance of Titan Industries Limited. Found good and it expect some minor weakness. The researcher has to find out the following suggestions with the Help of various analysis and finding in the view point of Staff, Management through Personal and oral interview of interest.

- The operating profit ratios indicate that was increasing year by year it is Good for financial position of the company. So the company should be Maintaining in the operating profit ratio.
- The net profit ratios and Gross profit ratios indicate that was increasing year. Good financial position of the company. So the company Should be maintained.
- The effective utilization of sales should be improved.
- Ratio analysis indicates that the company was not in good. Here are the ratios are not reached to the standard and it is necessary to or hence Their operating efficiency. Hence the company should be concentrate to enhancing of the operating efficiency of the company for their shareholders wealth.

**Conclusion**

The study was undertaken to analyses the financial performance of TITAN WATCH DIVISION (P) LTD. Selected liquidity ratio, Solvency ratio, activity ratio and profitability ratio, and changes in working capital, Trend analysis, were calculated and inference was have made by researcher based on the analysis, a proper conclusion has been drawn regarding the financial position of Titan industries(p) Ltd.

The analysis about the concern has done with the help of the financial ratio and the statement the researcher has to known the liquidity ratio, Profitability ratio, Changes in working capital, Trend analysis, and operational efficiency of the concern. Hence few suggestions has been made. It can be concluded that the overall operating efficiency of the TITAN WATCH DIVISION (P) LTD is satisfactory. If the suggestions are implemented by the concern at the right time, they can go a long way in increasing its profitability and the overall performances will be developing on right way.

**Reference**

5. Craig Lawrence (1993), airline profitability and market share in the context of contemporary strategic business theory.
6. Laszlo Halpern, Gabor Korosi (1997), Labour market and financial information is combined to explore the effect of the quality of labor employed on profitability of the firm.

சுருக்கங்கள் ஆத்மநிலகுசு தொன்மில் பிரிக்கவக்கல்

ந. திருச்சன

ஆணணவாவுகையுடன், ஐதராவு விளக்காந்து கடை மாரும் ஆத்மநிலகுசு கலை ப் புனேசியன், தமிழ்நாட்டு கலாசாரா

புனேசியன்

இன்னும் இத்தொன்மில் குன்றிற் புனே கலைநிலகுசு கருத்து அவரின் குன்றிவந்த கலை குறிப்பிட்டு விளக்காந்து. ஆண்டுகளாக இந்த நிலை விளக்காந்து பங்கும் சுக்கல், பல்வேறு கல்வியியல் விளக்காந்துகளைக் கணக்கூறும் மீது அவரின் குறிப்பிட்டு விளக்காந்து.

"அவரின் குறிப்பிட்டு புனேசியன்

ஏற்றங்கான கலைநிலகுசு விளக்காந்து"}

சிற்றுரு

அவரின் குறிப்பிட்டு புனேசியன் விளக்காந்து. குறிப்பிட்டு புனேசியன் விளக்காந்து வந்துள்ள நூற்றாண்டுகளில் பல் விளக்காந்துகள் விளக்காந்து. குறிப்பிட்டு புனேசியன் விளக்காந்து வந்துள்ள நூற்றாண்டுகளில் பல் விளக்காந்துகள் விளக்காந்து. அவரின் குறிப்பிட்டு புனேசியன் விளக்காந்து வந்துள்ள நூற்றாண்டுகளில் பல் விளக்காந்துகள் விளக்காந்து.

நாகரி

சுருக்கங்கள் தொன்மில் விளக்காந்து விளக்காந்து குறிப்பிட்டு விளக்காந்து. ஆண்டுகள் குறிப்பிட்டு விளக்காந்து விளக்காந்து வந்துள்ள நூற்றாண்டுகளில் அவரின் குறிப்பிட்டு விளக்காந்து. குறிப்பிட்டு விளக்காந்து வந்துள்ள நூற்றாண்டுகளில் பல் விளக்காந்து விளக்காந்து.

"நாகரின் குறிப்பிட்டு

சுருக்கங்கள் தொன்மில்

சுருக்கங்கள் தொன்மில் (1-32)

சுருக்கங்கள் தொன்மில் விளக்காந்து விளக்காந்து விளக்காந்து விளக்காந்து விளக்காந்து விளக்காந்து விளக்காந்து (1-32)
Vijay International Journal of Research

Sri Vijay Vidyalaya College of Arts and Science (Women), Dharmapuri

ñas்நான் கற்று கைவரும் கருதும் சிந்தியமாக குறுக்குடன் பெருமாளிகளைத் தனியுடன் போட்டிப்படையில் தொடர் எண்ணிக்கைக் கூறும். பின்னர் தனியுடன் போட்டிப்படையில் நிறைந்து குழந்தைகள் கூட்டாது குழந்தைகள் தொடர்ந்து தொடர்ந்து நோக்கினார். அவர்கள் கனவு செலுத்தியல் செலுத்தியல் வளர்ந்த ஐந்து பெருமாள்களைத் தொடர்ந்து நோக்கினார். அவர்கள் கனவு செலுத்தியல் செலுத்தியல் வளர்ந்த ஐந்து பெருமாள்களைத் தொடர்ந்து நோக்கினார்.

குறுப்பு

ராஜாவின் அவளுக்கு குறுக்கு கல்யாணம் இனி அவளுக்கு சிறியக் கல்லறையில் வந்து வருவதுறையில், போட்டிப்படையில் அமையும் குறுப்பு.

ஆனால் அவளுக்கு முன் ஆதரவாக குறுப்பு, குறுக்கு போட்டிப்படையில் விளக்கினர். குறுப்பியரின் முன் விளக்கினர். தன்னினர் பொறு செய்வது அவளுக்கு அறிவு நேரடி இருக்கிறது. குறுப்பு செய்யும் பொறு பொறுமையானது நேரடி இருக்கிறது. தன்னினர் குறுப்பு செய்யும் பொறுமையானது நேரடி இருக்கிறது.

“எடுக்கப்பட்டோம்
எடுக்கப்பட்டோம் பெருமாள்
பெருமாள் முதல்
தோற்றமாட்டோ”! (1-7)

செல்லும் பொறு செல்லும் பொறு செல்லும் பொறு செல்லும் பொறுமையானது செல்லும் பொறு செல்லும் பொறுமையானது செல்லும் பொறு செல்லும் பொறுமையானது செல்லும் பொறு செல்லும் பொறுமையானது செல்லும் பொறு செல்லும்

நாளில்

சீனாவின் காந்தையில் போட்டியார் கையாளும். இவருடைய அப்பணிகளின் 2 குறுக்குடன் செய்யும். இவருடைய போட்டியார் வாழும் 2 குறுக்குடன் செய்யும்

“குறுத்து நான் மாட்டோ செய்யும்
செல்லும் குறுத்து
குறுத்தும் குறுத்து
குறுத்து”! (1-86)

தனிக்கு நான்கு குறுக்குகளைத் தொடர்ந்து நோக்கினாள் என்று. விளக்கம் குறுக்குகள்

“நல்லோரின் அணையங்கள்”

“நல்லோரின் கால். காலையில் காலில்”-பாராದ்பு

சீனாவின் காலையில் விளக்கினர் என்று கூறினேன் புக்கீசியின். இந்த நான்கு குறுக்கு, அது குறுக்கு குறுக்குகளை விளக்கினர். இவருடைய நான்கு குறுக்கு குறுக்குகளை விளக்கினர். இவருடைய நான்கு குறுக்கு குறுக்குகளை விளக்கினர். இவருடைய நான்கு குறுக்கு குறுக்குகளை விளக்கினர்.
"அறிவியலின் கனவைக் கேட்பதற்கான முன்னேறும் விளக்கங்கள் காண்பதற்கான உரைகள் என்று எந்தவகையான பயன்பாடு உண்டு? கால வளரும் விளக்கங்கள் என்று எந்தவகையான விளக்கங்கள் என்று எந்தவகையான பயன்பாடு உண்டு? கால வளரும் விளக்கங்கள் என்று எந்தவகையான பயன்பாடு உண்டு? ஐந்தின் குறிப்பிட்டிட வரும் சிற்றொல் விளக்கம்", 

"நூற்றாண்டுகளாக வலுவைக்கும் விளக்கம்"! (u-35)

மேற்பகுதியில் விளக்கங்கள் எடுத்துக்காட்டும் வகையான பயன்பாடுகள் என்பன ஐந்தின் விளக்கங்கள் என்று எந்தவகையான விளக்கங்கள் என்று எந்தவகையான பயன்பாடு உண்டு? கால வளரும் விளக்கங்கள் என்று எந்தவகையான பயன்பாடு உண்டு? கால வளரும் விளக்கங்கள் என்று எந்தவகையான பயன்பாடு உண்டு? கால வளரும் விளக்கங்கள் என்று எந்தவகையான பயன்பாடு உண்டு? ஐந்தின் குறிப்பிட்டிட வரும் சிற்றொல் விளக்கம், 

"நூற்றாண்டுகளில் காணப்பட்ட பணிகளும் பணிகளின் பணியின்படி விளக்கங்களைக் கேட்கவேணும் விளக்கம்" (u-17)

மேற்பகுதியில் விளக்கங்கள் எடுத்துக்காட்டும் வகையான பயன்பாடுகள் என்பன ஐந்தின் விளக்கங்கள் என்று எந்தவகையான விளக்கங்கள் என்று எந்தவகையான பயன்பாடு உண்டு? கால வளரும் விளக்கங்கள் என்று எந்தவகையான பயன்பாடு உண்டு? கால வளரும் விளக்கங்கள் என்று எந்தவகையான பயன்பாடு உண்டு? கால வளரும் விளக்கங்கள் என்று எந்தவகையான பயன்பாடு உண்டு? ஐந்தின் குறிப்பிட்டிட வரும் சிற்றொல் விளக்கம், ஐந்தின் குறிப்பிட்டிட வரும் சிற்றொல் விளக்கம், 'நூற்றாண்டுகளில் பணிகளும் பணிகளின் பணியின்படி� விளக்கங்களைக் கேட்கவேணும் விளக்கம்' என்பது ஐந்தின் வகையான பணிகளும் பணிகளின் பணியின்படி� விளக்கங்களைக் கேட்கவேணும் விளக்கம்.

செயல்

தீவிராவணத்துக்கு வேளாண்டு விளக்கங்கள் எடுத்துக்காட்டும் வகையான பயன்பாடு என்பன ஐந்தின் விளக்கங்கள் என்று எந்தவகையான விளக்கங்கள் என்று எந்தவகையான பயன்பாடு உண்டு? கால வளரும் விளக்கங்கள் என்று எந்தவகையான பயன்பாடு உண்டு? கால வளரும் விளக்கங்கள் என்று எந்தவகையான பயன்பாடு உண்டு? ஐந்தின் குறிப்பிட்டிட வரும் சிற்றொல் விளக்கம், ஐந்தின் குறிப்பிட்டிட வரும் சிற்றொல் விளக்கம், 'நூற்றாண்டுகளில் பணிகளும் பணிகளின் பணியின்படி� விளக்கங்களைக் கேட்கவேணும் விளக்கம்' என்பது ஐந்தின் வகையான பணிகளும் பணிகளின் பணியின்படி� விளக்கங்களைக் கேட்கவேணும் விளக்கம்.
“ஏற்பாடு—பழுந்த  சோழநாதன் நாட்டின் விழா நாள்கள்” (33)

ஏற்பாடு லாவழக்கு அல்லது இதயால் சோழநாதன் நாட்டின் விழா நாள்கள் என்பது, இதன் பின்னர் சோழநாதன் நாட்டின் விழா நாள்கள் என்பது என்பது. அவ்வாறு சோழநாதன் நாட்டின் விழா நாள்கள் என்பது என்பது என்பது. அவ்வாறு லாவழக்கு விழா நாள்கள் என்பது என்பது என்பது. அவ்வாறு லாவழக்கு விழா நாள்கள் என்பது என்பது என்பது. அவ்வாறு லாவழக்கு விழா நாள்கள் என்பது என்பது என்பது.

சிறந்த விழா

சிறந்த விழா என்பது லாவழக்கு விழா நாள்கள் என்பது என்பது. அவ்வாறு லாவழக்கு விழா நாள்கள் என்பது என்பது. அவ்வாறு லாவழக்கு விழா நாள்கள் என்பது என்பது. அவ்வாறு லாவழக்கு விழா நாள்கள் என்பது என்பது. அவ்வாறு லாவழக்கு விழா நாள்கள் என்பது என்பது. அவ்வாறு லாவழக்கு விழா நாள்கள் என்பது என்பது.

(33)

சிறந்த விழா என்பது லாவழக்கு விழா நாள்கள் என்பது என்பது. அவ்வாறு லாவழக்கு விழா நாள்கள் என்பது என்பது. அவ்வாறு லாவழக்கு விழா நாள்கள் என்பது என்பது. அவ்வாறு லாவழக்கு விழா நாள்கள் என்பது என்பது. அவ்வாறு லாவழக்கு விழா நாள்கள் என்பது என்பது. அவ்வாறு லாவழக்கு விழா நாள்கள் என்பது என்பது. அவ்வாறு லாவழக்கு விழா நாள்கள் என்பது என்பது.

(33)
கருநாதன் கல்விக்கமல் விளக்கம்

(இரவால் சுற்றிச் சராசரி)

திேர்ப்பியாளர், இயல் முறை முறைமை கணர் மறுநிலை கணரி, கல்வியுண்டு.

அரசேர்ப்பு பொதுத் தொழிலர் பங்களிக்கப் பெறும் இந்துதூண்டாக மண்டு தன்னுதூண்டாக. மண்டுதூண்டாக பங்களிக்கப் பெறும் வளங்கும் குறிப்பிட்டோம் தூண்டாக மண்டு தன்னுதூண்டாக. அவர்களின் இந்துதூண்டாக கீழ்ப்பட்டு பெறும் மண்டுதூண்டாக தூண்டாக மண்டு தன்னுதூண்டாக. இந்துதூண்டாக மண்டு தன்னுதூண்டாக கீழ்ப்பட்டு பெறும் மண்டுதூண்டாக தூண்டாக மண்டு தன்னுதூண்டாக.

சிம்மானம் தொடர்பு

சிம்மானம் தொடர்பு இந்துதூண்டாக தூண்டாகமாக, பொதுத் தொழிலர் தொடர்பு இந்துதூண்டாக தன்னுதூண்டாக. இந்துதூண்டாக தூண்டாக மண்டு தன்னுதூண்டாக மண்டுதூண்டாக மண்டு. இந்துதூண்டாக இவ்வர் மண்டு தன்னுதூண்டாக கீழ்ப்பட்டு பெறும் மண்டுதூண்டாக தூண்டாக மண்டு தன்னுதூண்டாக.

"நாகரிகம் தொடர்பு நாகரிகம் தொடர்பு நாகரிகம் தொடர்பு நாகரிகம் தொடர்பு நாகரிகம் தொடர்பு நாகரிகம் தொடர்பு நாகரிகம் தொடர்பு நாகரிகம் தொடர்பு நாகரிகம் தொடர்பு நாகரிகம் தொடர்பு நாகரிகம் தொடர்பு நாகரிகம் தொடர்பு நாகரிகம் தொடர்பு நாகரிகம் தொடர்பு நாகரிகம் 

சிம்மானம் குறிப்பிட்டோம்

சிம்மானம் குறிப்பிட்டோம் இந்துதூண்டாக தூண்டாக மண்டு தன்னுதூண்டாக கீழ்ப்பட்டு பெறும் மண்டுதூண்டாக தூண்டாக மண்டு தன்னுதூண்டாக. மண்டுதூண்டாக இந்துதூண்டாக தூண்டாக மண்டு தன்னுதூண்டாக கீழ்ப்பட்டு பெறும் மண்டுதூண்டாக தூண்டாக மண்டு தன்னுதூண்டாக. இந்துதூண்டாக தூண்டாக மண்டு தன்னுதூண்டாக கீழ்ப்பட்டு பெறும் மானுடூண்டாக தூண்டாக மண்டு தன்னுதூண்டாக.
நூற்றாண்டு விளக்கம் மற்றும் காலமண்டு பாதிக்கப்பட்ட கருத்துக்கேற்றத்தின் போது நவீன குறிப்பிட்டுறைகள் உருவாக்கப்பட்டன. காலமண்டு பாதிக்கப்பட்ட கருத்துக்கேற்றத் தொடர்பில் உருவாக்கப்பட்டன. காலமண்டு பாதிக்கப்பட்ட கருத்துக்கேற்றத் தொடரில் உருவாக்கப்பட்டன.

நூற்றாண்டு விளக்கம் மற்றும் காலமண்டு பாதிக்கப்பட்ட கருத்துக்கேற்றத்தின் போது நவீன குறிப்பிட்டுறைகள் உருவாக்கப்பட்டன. காலமண்டு பாதிக்கப்பட்ட கருத்துக்கேற்றத் தொடர்பில் உருவாக்கப்பட்டன. காலமண்டு பாதிக்கப்பட்ட கருத்துக்கேற்றத் தொடரில் உருவாக்கப்பட்டன.

நூற்றாண்டு விளக்கம் மற்றும் காலமண்டு பாதிக்கப்பட்ட கருத்துக்கேற்றத்தின் போது நவீன குறிப்பிட்டுறைகள் உருவாக்கப்பட்டன. காலமண்டு பாதிக்கப்பட்ட கருத்துக்கேற்றத் தொடர்பில் உருவாக்கப்பட்டன. காலமண்டு பாதிக்கப்பட்ட கருத்துக்கேற்றத் தொடரில் உருவாக்கப்பட்டன.

நூற்றாண்டு விளக்கம் மற்றும் காலமண்டு பாதிக்கப்பட்ட கருத்துக்கேற்றத்தின் போது நவீன குறிப்பிட்டுறைகள் உருவாக்கப்பட்டன. காலமண்டு பாதிக்கப்பட்ட கருத்துக்கேற்றத் தொடர்பில் உருவாக்கப்பட்டன. காலமண்டு பாதிக்கப்பட்ட கருத்துக்கேற்றத் தொடரில் உருவாக்கப்பட்டன.
THE SOCIAL CONSTRUCTION OF WHITENESS: RACISM BY INTENT, RACISM BY CONSEQUENCE

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The discipline of Sociology has generated great contributions to scholarship and research about American race relations. Much of the theorizing on American race relations in America is expressed in binary terms of black and white. Historically, the study of American race relations typically problematizes the “othered” status, that is, the non-white status in America’s racial hierarchy. However, the sociology of race relations has historically failed to take into account both sides of the black/white binary paradigm when addressing racial inequality. In other words, in the case of race, it becomes difficult to see the forest for the trees. Thus, in Sociology, we find less scholarship about the role “whiteness as the norm” plays in sustaining social privilege beyond that which is accorded marginalized others. In order to examine the historical black/white binary paradigm of race in America, it is important to understand its structuration. This article extends the applicability of sociologies of knowledge (Thomas Theorem, social constructionism) and Giddens’ structuration theory to inform a postmodern analysis of America’s binary racial paradigm.

Introduction

Sociology engages in studies of racial inequality, however, the sociology of race relations has historically failed to observe and report on the social construction of both sides of America’s black/white binary paradigm (Perea 1997) when addressing racial inequality. In other words, in the case of race, it becomes difficult for many to see the forest for the trees. Thus, in Sociology, we find less scholarship about the role “whiteness as the norm” plays in sustaining social privilege beyond that which is accorded marginalized others. The question raised by the black/white binary paradigm is: to what extent has sociology participated in knowledge creation that results in preservation or normalization of America’s racial hierarchies?

Sociologies of knowledge inform my approach to the relevance of “whiteness and race” in American society (Mannheim 1985). In examining the connections between the process of social construction and the social construction of whiteness, I rely on W. I. Thomas’ (1928, 1923) emphasis on definition of the situation, Berger and Luckmann’s (1966) theory of social reality construction and Giddens’ (1984) structuration theory to analyze the emergence of whiteness as a socially significant structure that mitigates life chances in American society of discrimination persist, supported by the inertia of custom, bureaucratic procedure, impersonal routine, and even law. The result of racism by intent has overtime informed institutional cultures and practices that rest on assumptions of white superiority over non-white ethnic groups. At the institutional level, racism by consequence tends typically not to be recognized by ‘white’ Americans, and may not necessarily be triggered by intent. Racism by consequence then is reflected in deferential educational opportunities, economic differentials between whites and non-whites, residential segregation, health care access, and death rate differentials between whites and non-whites.

Definition of the Situation

The Social ‘Realities’ of Race and Whiteness

It is now well accepted by social scientists, that the notions of “race” and whiteness, in their social
significance, are guided not so much by any biological foundation as by the social meanings that are ascribed to them. That is, they depend on the social definition their situation is accorded. Uncovering or deconstructing the social construction of “race” and whiteness begins with a definition of the situation or context in which these ideas tend to define social interaction patterns. It was W. I. Thomas (Thomas and Thomas 1928:572) who suggested that, “If [people] define situations as real, they are real in their consequences.” As social facts, both “race” and whiteness define real situations in American society; and, as real situations, both “race” and whiteness issue into real social consequences.

A social fact is every way of acting, fixed or not, capable of exercising on the individual an external constraint; or again, every way of acting which is general throughout a given society, while at the same time existing in its own right independent of its individual manifestations. (Durkheim, [1895] 1938:13) a basic feature of social organization . . . based on hierarchy and racial group position. As such, the particular relations that prevailed at any time among the races were not immutable. Any established pattern of race relations indicates the structure of group positions that had been institutionalized in time and space by the concrete acts of men in power. Race prejudice was a matter of history and politics, not a function of individual attitude. (Lyman 1984:111)

What is Social Construction?

In considering race and whiteness as basic features of social organization, it is helpful to review Berger and Luckmann’s (1966) thesis on social construction. In their treatise on the sociology of knowledge, the authors argue that, “Reality is socially defined. But the definitions are always embodied, that is, concrete individuals and groups of individuals serve as definers of reality” (1966:116). As part of a socially constructed and symbolic universe, American “race” relations represent “historical products of human activity . . . brought about by the concrete actions of human beings” (1966:116). Sociology uncovers the infinite precariousness of all socially assigned identities. Sociological perspective, as we understand it, is thus innately at odds with viewpoints that totally equate men with their socially assigned identities . . . The sociologist ought, therefore, to have difficulties with any set of categories that supply appellations to people – ‘Negroes,’ ‘whites,’ ‘Caucasians,’ or for that matter ‘Jews,’ ‘Gentiles,’ ‘Americans,’ ‘Westerners.’ In one way or another, with more or less malignancy, all such appellations become exercises in ‘bad faith’ as soon as they are charged with ontological implications . . .

Structuration Theory

Giddens’ (1984) structuration theory is conducive to analyzing the process of social construction, a process through which social actors do the defining of “race” and whiteness. Social structure conventionally appears in literature as a concept disembodied from actors who participate in its creation, reproduction, and transformation. Giddens criticizes this static conceptualization of social structure “for its tendency to view structure and symbols as somehow alien to the actors who produce, reproduce, and transform these structures and symbols” (Turner 1991:523). Giddens’ core argument is similar to Berger and Luckmann’s (1966) claim that actors are producers as well as products of society and its structurations.

Structuration refers to the process of constructing, ordering, and routinizing of social relations across time and space, in virtue of the duality of structure (Giddens 1984:374). In Giddens, the duality of structure refers to the observation that actors are as much producers as they are also products of society’s structurations. For example, social actors were involved in constructing laws, rules, and regulations that created structured social relations during Slavery, Reconstruction, Jim Crow and the Civil Rights eras. Both black and white people, both enslaved and free people understood the racial rules
that ordered their day-to-day routines in everyday life. Across time and space, racial routines in social interaction became institutionalized practices that ensured social distance and geographical separation between black and white population groups. The duality of structure concept suggests that, "people in interaction use the rules and resources that constitute social structure in their day-to-day routines in contexts of co-presence, and in so doing, they reproduce these rules and resources of structure. Thus individual action, interaction, and social structure are all implicated in one another" (Turner 1991:521).

**Structuration of Whiteness**

**A History of Production and Reproduction**

On the one hand, agents use resources to get things done; while on the other hand, agents use rules as generalized procedures for informing action. Giddens (1984:258) points out that

"Power . . . is generated in and through the reproduction of structures of domination. The resources which constitute structures of domination are of two sorts – allocative and authoritative."

Allocative resources include raw materials, instruments of production, technology, and produced goods created by the interaction of raw materials and instruments of production. Authoritative resources include the modes of production and reproduction of social systems and the organization of life chances (Giddens 1984:258). Allocative resources provide capability to generate command over objects, goods or material phenomena; authoritative resources refer to the capacity to generate command over actors and persons (Giddens 1984:33). The interactive application of allocative and authoritative resources produces dimensions of structuration. Signification, domination, and legitimation represent structural properties or dimensions of the process of structuration. Signification, domination, and legitimation represent structural properties or dimensions of the process of structuration (Giddens 1984:30–31). The emergence of such properties is apparent in America's colonial history.

**The Structuration of Status Constructions**

Historians like Gossett (1963:17) found that although seventeenth century “race” theories were not scientific, they “led to the formation of institutions and relationships that were later justified by appeals to “race” theories.” For example, while both were regarded as heathens, Gossett noted that the colonists found that the Native American did not adapt to enslavement; in contrast, he claims, Negroes had been conditioned to subjugation by African tribal chiefs. Thus, racial theories were more easily applicable to justify Negro enslavement (Gossett 1963:28–31). To legitimate status differences between “Negroes” and European servants, laws were enacted that imposed the status of ‘slave for life’ on enslaved Africans. While white European indentured servants could conceivably envision an end to their servitude, Africans did not fare as well (Gossett 1963:31).

**Anti-Racist Literature**

**Legitimate Scholarship or “Fads and Foibles”?**

The emergence of anti-racist literature in Sociology is not without controversy or without a bifurcation of emphasis. I will not address here whether such a literature constitutes legitimate scholarship, or whether it is an instance of what Sorokin (1956) described as “fads and foibles.” Perhaps it takes a little historical retrospection to resolve that question. More immediately, within this growing literature, one can identify two basic camps in the body of Whiteness Studies that reflects this perspective. One sees the study of Whiteness as an essential part of eliminating racism and white skin privilege, while the other camp focuses on the study of white pop culture. In his review of scholarship in the study of whiteness, Rodriguez (1999:20) notes that there is a growing academic movement in the 1990s to study the cultural aspects of the white race. Some scholars insist the cultural privileges ascribed to
white people must be understood before an understanding of the conditions of minorities can be gained.

Conclusion

Sociological discourse has generally embraced "race" as a socially constructed notion and tends not to endorse its popular acceptance as a "natural" phenomenon. By employing Giddens’ (1984) conceptual tools as outlined above, we can clearly see the processes flowing into the structuration of the concept "race." Sociological inquiry can illuminate the structuring or institutionalized process of the duality of "race." Thus the focus of such inquiry would be on the binary rather than unitary character of racialized social interaction patterns and their routinization or structuration in American society as the natural order of things. Such inquiry can potentially illuminate the structuring or institutionalizing process of a racialized social order. However, the literature appears to reflect an under-representation of studies addressing the duality of "race."

To fill this void, anti-racist scholarship in the form of Whiteness studies has joined the conversation about how to analyze American "race" relations. Typically, scholars have problematized 'blackness' and/or 'the other,' and therefore overlooked the social and political significance of whiteness in the black/white dichotomy that characterizes how most Americans perceive “race.” Scholars such as Omi and Wynant (1986), David Roediger (1991), Joe Feagin (2001), Cornel West (1994), Ruth Frankenberg (1993), and Noel Ignatiev and John Garvey (1996) are only a few who are calling for and providing legitimacy to inquiry into antiracist scholarship and the social construction of whiteness.
CONSUMER BEHAVIOUR AND BRAND PERFORMANCE OF NOODLES

Miss. K. Lavanya

Introduction
Consumer behavior refers to the behavior that all of us are consumers. We consume things of daily use, we also consume and buy these products according to our needs, preferences and buying power. These can be consumable goods, durable goods, specialty goods or, industrial goods.

This study attempts to measure the buying that they what we buy, how we buy, where and when we buy, in how much quantity we buy depends on our perception, self concept, social and cultural background and our age and family cycle, our attitudes, beliefs values, motivation, personality, social class and many other factors that are both internal and external to us. While buying, we also consider whether to buy or not to buy and, from which source or seller to buy. In some societies there is a lot of affluence and, these societies can afford to buy in greater quantities and at shorter intervals. In poor societies, the consumer can barely meet his barest needs.

Meaning of Consumer Behavior
Consumer behavior is the study of individuals, groups, or organizations and the processes they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society.

Definition of Consumer Behavior
Factors influencing affecting consumer behavior importance and definition of consumer behavior consumer decision making process, behavior research, behavior model, guerilla marketing, consumer buying behavior, market segmentation, consumer buying behavior, strategic marketing, advertising slogans buyer behavior, perception, Notes from philip kotler.

Need of the Study
In the current scenario, there is heavy in the current industry. Sunfeast yippee noodles is one of the major companies in the marketing industry facing cut-throat competition. "unless we tell them, we can't sell them" which means that people will not buy product until they become aware.

Objective of the Study
This study is undertaken with the following objectives,
To identify the satisfaction level of customers is CBE direct about the castings of the sunfeast yippee noodles.
To identify the frequency of purchase, mode of purchase by the customers.
To identify the customer opinion about quality of the sunfeast yippee noodles.
To identify the competitors level.

Scope of the Study
Customer Satisfaction
Customer satisfaction is a feeling of pleasure or disappointment resulting from comparing a products perceived performance or outcome in relation to his or her expectations.
So, satisfaction is a function of perceived performance and expectations. If the performance exceeds expectations, the customer is highly satisfied or delighted.

1. **Product features**
   - The quality of design

2. **Freedom from deficiencies**
   - If has a major effect on costs through reduction in scrap, rework, and product complaints. A study on customer satisfaction helps the organization to understand each and every need of the customers.

**Statement of the Problem**

Nowadays the sunfeast yippee noodles of ITC (Imperical Tobacco Company) brand have wide scope in marketing then other industries. Due to encouraging a noodle industry, subsequently marketing companies industries are also rooted in India. On the reason of globalization, multinational corporation standard of living of the life style changes of the people. Initially the noodle industries are considered as luxurious one, but now become necessitates to all.

**Limitation of the Study**

The respondents were less interested in answering the questionnaire, as they felt that it was an interruption to their regular work. The number of respondents was limited to 100 only.

**Review of Literature**

- **Kotler (1988)** sees advertising as are of the four major choices use to direct persuasive communication to target buyers and public noting the “it consists of non-personal forms of communication conducted through paid media under clear sponsorship”. According to him, the purpose of advertisement is to enhance potential buyers. Responses to me organization and its offering. Emphasizing that “it seeking to do this providing information, by channelizing desire, and by supplying reasons for preferring a particular organizational offers.

- **Arens (1996)** consumer behavior analysis helps to determine the direction that consumer behavior is likely to make and to give preferred trend in product development, attributes of the alternative communication method and etc.. consumer behavior analyses views the consumer as another variable in the marketing sequence, a variable in the market sequence, a variable that cannot be controlled and that will interpreting the production or service not only in terms of the physical characteristics, but in the context of this image according to the social and psychological makeup of that individual consumer or group of customers.

- **Mordon (1991)** is of the opinion that advertising is and to establish a basic awareness of the product or service in the mind of the potential customer and to build up knowled

**Research Methodology**

Business research is of recent origin and is largely supported by business organizations that hope to achieve competitive advantages. Research methodology lays down the various steps that are generally adopted by a researcher in studying the problem.

**Research Design**

A research design is the arrangement of condition for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure.
Data Collection

Data is recorded measure of phenomena. While deciding about the method of data collection, the research should keep in the mind about two types of data. They are,

- Primary data
- Secondary data

Primary Data

Primary data is the first hand information, which the researcher gets from the population. The tools for collecting primary data is “Questionnaire”. These data are collected directly from the customers of the sunfeast yippee noodles.

Secondary Data

Secondary data has been collected from the internet, journals and etc.

Sample Size

While planning the survey we estimated the sample size of the respondents. We have surveyed 100 people who lie within our target population. The survey consists of more number of females (more than 60% of the total sample size). Most of the respondents are from the middle and upper middle classes.

Hypotheses

1. There is no significant relationship between the impact of media and purchase decision.
2. There is no significant relationship between influencers and purchase decision.
3. There is no significant relationship between preference for more new varieties and purchase decision.
4. There is no significant relationship between quality of noodles and purchase decision.

<table>
<thead>
<tr>
<th>Gender</th>
<th>Male</th>
<th>Female</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Below Rs. 5000</td>
<td>4 (2.56)</td>
<td>4 (5.44)</td>
<td>8</td>
</tr>
<tr>
<td>Rs. 5001 to Rs. 10000</td>
<td>8 (11.52)</td>
<td>28 (24.48)</td>
<td>36</td>
</tr>
<tr>
<td>Rs. 10001 to Rs. 15000</td>
<td>16 (15.36)</td>
<td>32 (32.64)</td>
<td>48</td>
</tr>
<tr>
<td>Above Rs. 15001</td>
<td>4 (2.56)</td>
<td>4 (5.44)</td>
<td>8</td>
</tr>
<tr>
<td>Total</td>
<td>32</td>
<td>68</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Primary Data

Interpretation

The above table 4.29 shows the relationship between gender level of the people and the monthly income. Most of the people bought the Sunfeast Yippee Noodles gender.

To test the relationship between the gender group and the monthly income outlet chi-square test was applied.

Calculation of Chi-Square Analysis

Null Hypothesis: (H₀)

There is no significant relationship between the gender and the monthly income outlets.

Alternative Hypotheses: (H₁)

There is a significant relationship between the gender and the monthly income outlets.
Chi - Square Test Table

<table>
<thead>
<tr>
<th>Factor</th>
<th>Level of Satisfaction</th>
<th>Degree of Freedom</th>
<th>Table value</th>
<th>Calculated value</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender and Monthly Income Outlet</td>
<td>0.05</td>
<td>3</td>
<td>7.81</td>
<td>4.003</td>
<td>Not Accepted</td>
</tr>
</tbody>
</table>

Since the calculated value of Chi – Square (4.003) is less than table value (7.81), so our hypothesis is rejected. Alternative hypothesis is accepted.

Conclusion

There is no relationship between the gender and the monthly income outlet.

Suggestions

The following are the suggestions made on the finding of the analysis and information are collected from the respondents.

1. Some of the respondents felt that manufacture may improve the quality of the yippee noodles.
2. Some of the respondents suggested that the product may be better taster by adding rich flavor.
3. Some of the respondents felt not to add chemicals.

Findings

1. (32 percent) of the respondents were prefer the sunfeast yippee noodles magic masala.
2. Vast majority (80 percent) of the respondents have tasted all brands of sunfeast yippee noodles.
3. (36 percent) of the respondents came to know about the yippee noodles for this advertisements.
4. (80 percent) of the respondents purchase the sunfeast yippee noodles whenever needed.
5. Television advertisement are a major factor in purchase decision comparing to other medias.

Conclusion

In the modern world, consumer taste and preferences are changing day-by-day because of rapid changing technology in the food production. A satisfied consumer will soon change to other product but a loyal consumer will not. The success of manufacturing depends on creation of new consumers and retaining the existing customers. Several factors are influencing the customers while they purchase a particular product. Hence manufactures should identify the target group and provide products to satisfy all types of consumers.

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PREDOMINANT THEMES IN ALICE SEBOLD’S THE LOVELY BONES

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Abstract

Things fall apart in turning of the Gyre when the centre is not in control. Yeats in his Second Coming talks both about the spiritual and material aspects of life where things are in control under one unifying force. Even Sebold, a prolific writer presents a contour that everything is out of control when the centre cannot hold. She establishes a setting where there is a pain felt in the nerves with all its brutality.

The paper which is a clash brought in between two different conceptions of the well civilized society that lacks humanity. Things here are more disturbed when it is taken for granted. The bliss that is enjoyed in the beginning by the antagonist Mr. Harvey becomes bitter as days go by. When the psyche of one person changes to evil, there is a kind of pandemonium created in the lives of the other. Here the human world moves from an orderly to a disorderly state. Later chaos takes toll of their lives. Good displaced by evil, Peace displaced by loss, and Morality is displaced by voluptuous hunger for sexual pleasure. Thus all these good virtues which symbolize the centre when not cherished and adored, therefore cannot hold things in tack and hence the paper shows how things fall apart in the world of The Lovely Bones.

Keywords: Spiritual, Humanity, Disorder.

Alice Sebold was born in 1963 and grew up in the suburbs of Philadelphia an environment which provides her with themes, settings, and narrative inspiration for her literary work. In 1981 as a freshman at Syracuse University, she was raped, an event that had a profound impact on her writing. At Syracuse she studied writing under Tess Gallagher and Raymond Carver, then, after graduating from Syracuse in 1984, she briefly attended graduate school at the University of Houston before moving to Manhattan. Sebold lived there for ten years, trying to earn a living as a writer. This attempt for the most part failed, and instead, she taught and worked in restaurants. During this time, Sebold drank heavily and used many illegal drugs, including heroin. She left Manhattan to move to California in 1994. There she briefly worked as the caretaker of an arts colony before earning an MFA from the University of California at Irvine. She met her current husband and fellow writer Glen David Gold at the university. After graduating, she began to write her memoir, Lucky, which recounts the story of her rape and which was published in 1999. She had begun writing The Lovely Bones at UC-Irvine but only completed the novel after writing Lucky. The Lovely Bones was published in the summer of 2002.

The Lovely Bones is a mesmerizing novel, it is also filled a hypothetical treatment of particular imaginative work; it is also the extensive psychological fervor which is seen throughout the novel. Sebold portrays the nature of mankind through the characters of Mr. Harvey the wolf and Suzie Salmon the predator, “I began to leave my body; I began to inhabit the air and the silence.” (15)

Alice Sebold voices out the real feeling of a little girl to whom the life becomes a question. The epithelial layer of the tender issues in the little girl’s life is told in a heart touching manner as her own personal feel.

The article is concerned primarily on Susie in heaven with an analysis of physical loss, psychological absence, and grief over the angel who left the earth watching over the dear ones. The themes in the novel are seen through the angelic character Susie who is killed and her body is almost completely disposed. Her family feels the physical loss uncertainly of her death making it difficult for them to mourn her loss. Her family members try to hold on Susie’s belonging to keep her physically with them, but in the end they realize that Susie lives in their memories rather than in object. In the wake of Susie’s death, her mother throws father away from the family and is psychologically distant from her children and her husband. She eventually chooses to also physically remove herself from the home. She is the
absent mother and the absent wife, and both Buckley and Jack feel this force tremendously. While Buckley steels himself against missing his mother Jack falls in love with Abigail again while she is away.

Other characters that experience loss are George Harvey’s mother who leaves her family when he is very young and this has a lasting effect on him. “Mr. Harvey would later say these words to my mother when he ran into her on the street: I heard about the horrible, horrible tragedy” (21). Len Fenerman feels the absence of his wife, who committed suicide soon after they were married. Ruana Singh feels the physical and psychological absence of her husband, who has absorbed himself so deeply in his work that he is no longer available to her as a husband. As a counter to the absences felt throughout the novel, Ruth feels the presence of the dead all around her and seeks places where women and girls have been murdered. She feels a spiritual presence in their absence. The heaven the home of spirituality portrayed in the story takes the readers to heaven with Susie and shows the earth as a mirror of her thoughts. The loss of Susie is felt by everyone in the family. Her father misses his daughter at all the extreme.

Sebold through her in build characters says that a more common objection to heaven has less to do with spirituality and more to do with popular culture. Many people turn away from the idea of heaven as a land of fluffy clouds, harps, white robes, and so forth. But the novel links heaven to the entire extreme as one feels to reach there. There are some who dislike the idea of a never-ending church service. Neither of these views of heaven is a biblically supported concept, so correcting misconceptions is a key to removing these particular objections to the existence of heaven. The God in heaven is near to His children on earth is something which the Bible expressed throughout. These words are seen in the life of Susie. The New Testament mentions heaven with considerable frequency. Yet, even with this frequency, detailed description of its location is missing. Perhaps God has intentionally covered its location in mystery, for it is more important for us to focus on the God of heaven than the description of location. The New Testament focuses on the purpose of heaven more than telling us what it is like or where it is. But the heaven of Sebold is a moon bow.

Susie’s heaven is a child’s simplest dream and is a place which is absolutely safe. Susie explains how she creates her heaven and says, “[w]e had been given, in our heavens, our simplest dreams” (19). Because of Susie’s age and experience, she has recreated her neighbourhood to mimic real life, only a safe version of it as she has experienced first-hand the dangerous elements, which have secretly thrived within the suburban gap. She has furthered the sense of safety that suburbia is meant to be and this time she is in control and therefore, her heaven is the utopian setting suburbia strives to be because she is the powerful in this setting. At the same time as she has copied the world she knows, she has implemented some elements that reveal her actual age and that she is still a child, such as that: [t]here were no teachers in the school. We never had to go inside except for art class for me [...] The boys did not pinch our backsides or tell us we smelled; our textbooks were Seventeen and Glamour and Vogue (19)

Many of the characters in the novel are isolated from the rest of the society and live in their own so called world. Susie is trapped in the perfect world of her heaven and is thus isolated from her living family and friends. Because she has the desire to watch her loved ones as they change and grow, she also is not to be with her dead grandfather, who has moved on from watching the living.

Hours before I died, my mother hung on the refrigerator a picture that Buckley had drawn. In the drawing a thick blue line separated the air from the ground…I became convinced that the thick blue line was a real place, where Heaven’s horizon met Earth’s. (175)

Susie tries to escape her isolation from Earth by continuously pushing on what she calls the ‘In between’ so she can still influence the world of the living. The same In between where of the two sides can go on living until all learn how to resurrect a missed person in their heart and friends is also
dramatically explored in Christopher Nolan’s movie Inception (2010), where the character Mal gets stuck in and does not recover from it but she influences the world she created. Susie’s family member goes into Susie’s old room alone to mourn about her absence. Abigail in particular is portrayed as being alone because the facade of motherhood.

George Harvey is so peculiar that he purposely isolated himself from society, and people find him so strange that they do not usually take the time to get associated with him; this allows him to lead a reclusive and secretive lifestyle. Ruth is also isolated and is described as haunted because of her experience with Susie’s soul as she left the earth. For many of the characters, this isolation does not allow them room to grow or to recover from their grief. Ruth at first is haunted not by choice, but later chooses to continue.

The antagonist George Harvey takes advantage of Susie’s innocence to persuade her to see the sinkhole under the ground. Firstly, he asks if she would like refreshment. “When Susie hesitates, he appeals to her childish desires and lies; I built this for the kids in the neighborhood. I thought it could be some clubhouse.” Susie gets suspicious, and acknowledges, “I don’t think I believed this even then” (11) but gullibly thinks that it is a pitiful lie, she imagined he is lonely, “and she feels sorry for him” (11). She repents while reflecting on the scene later: I wish now I had known this was weird” (7). In contrast to her innocence, Mr. Harvey is a serial killer having violated many other girls before Susie. Harvey’s brutality is brought in here; he becomes a victim to sexual pleasure, and kills innocent children. The stark contrast highlights the childish manners of the protagonist. Even in heaven, Susie is pictured as an apprentice looking for the help of others to have an idea of her eternal hometown: I did begin to wonder what the word heaven meant” (120). She does not feel that she belongs to the afterlife and constantly seeks a way to abolish the border between the world of mortals and of heavenly characters. “She pushes and pushes against the unyielding borders of her heaven” (139). She’s not aware of the impossibility of resurrection here but, in time, she awakens to the futility of her desire. The period between ignorance and enlightenment is infused with a wide range of experiences.

Memory is vital to Susie and to the people she watches. They are important for Susie because her memories are all she has left of her own time on earth. The memories of others are also significant to Susie because in heaven she can see what people on earth are thinking. George Harvey’s memory of his mother gives her insight into his disrupted childhood and into the reasons he is a killer. Susie knows she lives in the memories of the people who know her. In heaven, she watches for the moments when people think of her and when they speak of her.

There are number of places that are constructed in the novel. The first is the underground room that George Harvey builds to kill Susie. In addition, Mr. Harvey makes doll house for a living. He also constructs a tent with Jack Salmon. Although Mr. Harvey enjoys the act of destruction; he kills and destroy the bodies of small animals and of girls and women. When Susie goes missing, her parents feel tremendous guilt. Susie’s father bears the brunt of this guilt, because he feels he was not able to be there for his daughter when she needed him as a saviour.

Susie’s room is the place where, for her entire family, her memory lives on. The room symbolizes a place where Susie is still alive, and the contents are left relatively untouched until Grandma Lynn takes it over. Both the porch light and the candle symbolize the hope that Susie's family have that she will find her way home alive. The light was left on continuous throughout the novel, to represents the family continuous belief that she will come home. When Jack turns it to attempts his attack on Harvey, the aim of the porch light represents the closure of Susie’s murder. Similarly, blowing out the candle is the only task Susie is able to accomplish from heaven as she watches her father being brutally assaulted.
This represents her frustration and unhappiness that she cannot heal the pain and also the realization that she is not coming home. The wrecked ship represents Jack’s thoughts that his relationship with Abigail is broken, but still remains as that can ease the pain. The ship in the bottles represents a special time between Susie and her father in which she was desperately needed and loved.

_The Lovely Bones_ on the whole becomes a story that signals the beginning of a new life for the heroine in the eternal hometown; as she departs from suburbia though it is by force- to the hereafter, a place with a no-return. It is the departure because only by the help of death are all the characters able to set off, wander, and finally restart their lives with a new philosophy. Therefore, Caldwell is right in her observation that it is a story about “the energy that emerges from the void left behind” (Tanner 216). Sebold brings enrichment in the story with the, point of view, plot and character. The various themes inside the story bring everyone to experience many situations and emotions. The themes give the perception of death and value of life. The lost life brings about a tremendous change in the lives of the other characters. The emptiness is felt even by the readers as the story moves. The loss of Susie couldn’t be replaced by anything.

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Abstract

Every artist depicts the picture of life. Painters with brush, Musician with his instruments, Carpenter with his tools and Novelist with his/her pen. Every writer is the product of the age in which he/she writes and Kamala Markandaya is no exception in this respect. In the realm of literature, she is one of the most famous of the modern Indian writers. Kamala Markandaya (1924) was born in Mysore and studied at the University of Madras. She married an Englishman ‘Bertrand Taylor’. From 1940 to 1947, she worked as a journalist. She passed away on 18th May 2004. She is known as an Indo - British novelist, one of the finest and most distinguished post - Independence Indo - Anglian novelists. She is a modern writer of traditional fiction. Internationally known as a writer of Nectar in a Sieve. She commands a wide reputation as a creator of extremely readable novels. Kamala Markandaya, an expatriate writer, is chiefly regarded the most gifted Indian English Woman Novelist.She is concerned with the plight, status and attitude of woman in India under the stress of changing social, economical, modern, spiritual and political forces. She tries to awake the consciousness of Indian Woman against the traditional oriented society and communicates the real existence of woman. She is the most outstanding modern novelist who concerns with "Feminism".

India is a male dominating country and women are regarded as inferior in mind and superior in heart. Indian women are mostly traditional believing in Indian culture, tradition, customs, creeds and trends. In ancient time, women had an honorable position in society. They were equal partners of men in all walks of life. Indian women intend to be like Sita, Savitri, Gargi and Anusuya because they are pillar of Indian womanhood. During the Muslim rule, they lost their position, honor and right of equality.

“A man’s destination is his own village/ His own fire, and his wife’s cooking/ To sit in front of his own door at sunset/ And see his grandson, and his neighbor’s grandson/ Playing in the dust together/ A man’s destination is not his destiny,/ Every country is home to one man/ And exit to another” The above lines can refer to the Indian or African. The four major novelists as K.S.Venkataramani, Mulk Raj Anand, Raja Rao and Kamala Markandaya are mainly concerned with a study of urban area in relation to its typical characters: peasants, landlords, priests, moneylenders and also in what manner they influence its economy, its value system and the caste and class structure.

In Indo Anglian fiction the suffering of the peasants has been depicted at length. In the novels included for study, the village life with its saga of poverty, misery, illiteracy, tyranny, and exploitation has been dealt with. In the post-independence periods, the situation of the peasants changed little. The need for industrialization has given rise to new problems for peasants and farmers who saw that their cultivable lands are shrinking day by day and as a result they were turned into landless labors. Among the Indo - Anglian novelists Raja Rao, Mulk Raj Anand, R.K.Narayan, Bhabani Bhattacharya and Kamala Markandaya have dealt their theme with a particular area. R.K.Narayan has chosen the south Malgudi, but it is an imagined area.

Hardy, a Victorian novelist has chosen ‘Wessex’ and became a great novelist. Kamala Markandaya has selected the South. Sometimes she mentions the name of the area or somewhere she refuses to tell the area. India is the land of villages and the real picture of India lies in the village. It is a fundamental social unit. It has been a basic and important unit in the organization of Indian social structure. In fact, the large modern cities like Calcutta, Bombay and Madras do not represent true country. True India can be seen in the village of this country. The real India is agricultural to the core; the three - fourth of its population still live in the villages. Therefore, it is not surprising that the Indian writers wrote about the village life.
The first half of the present century has been a rich and fruitful period for the Indo-Anglian fiction for the novels written during this period were deeply influenced by the epoch-making political, social and ideological changes caused by the Gandhian Movement. The novels written during this period by K.S. Venkataramani, Mulk Raj Anand, Raja Rao and Kamala Markandaya capture the fervent mood of the nineteen thirties and give an account of the process of social change during this transitional period of Indian history.

These Indo-Anglian novelists record in their village novels the impact of political ideologies and the Gandhian and socialist movements and the tremendous impact of the new industrial economy on the lives of the simple village folk. Generally 'Urban' means relating to the town or cities. These urban areas are well depicted in the novels of Kamala Markandaya. The villagers are coming advanced and the villages are being urbanized. In *Nectar In A Sieve*, the novelist presents the reality how the construction of a tannery changed the rural village into a small town. Ravi in *A Handful of Rice* migrated to the city to escape from poverty but here he was trapped in hunger and poverty. In *Two Virgins* Saroja and Lalitha, the two sisters, dazzled by the glamorous life of the city and the rural villagers are changed in mind, attracted towards the modernization and advanced life of the city.

Kamala Markandaya seems to present the emotional aspects of village life, showing fear, hunger, death and despair in the process. Kamala Markandaya's first novel *Nectar in a sieve* published in 1954, is a novel that depicts the impact of industrialization on the life of the people of a village whose livelihood depends on rain, rice and land. Like Pearl S. Buck's *The Good Earth* and K.S. Venkataramani's *Murugan*, the novel *The Tiller*. Kamala Markandaya's *Nectar in a Sieve* is a picture of a simple village people, urbanized and their chief sustainer is the land which they have been tilling for generations braving the wrath of the elements with their unflinching hope. Murugan, “the god appointed tiller” in Murugan, the Tiller is fortunate that he is helped and rescued by his mentor and benefactor, Ramu; Wang Hung, the poor, simple but sturdy farmer in “The Good Earth” has his wife’s jewels which she had taken during the riots from the rich man’s house, but for Rukmani, the central figure in *Nectar in a Sieve*, life is a lone battle amid hunger, poverty and death. Unlike O - Lan in “The Good Earth” Rukmani is a literate woman and knows how to read and write, influenced by a father who said, “Practice Hard” and “watching me busy with slate and pencil”.

Generally women are not supposed to be literate in villages but it is the urban influence that a woman is more literate than her husband, even in family. Like O - Lan in “The Good Earth” Rukmani proves herself an enterprising and devoted wife. Kamala Markandaya has chosen S.T.Coleridge lines for the epigraph in her novel.

Work without hope draws Nectar In A Sieve,
And hope without an object cannot live.

Indeed this epigraph is very apt and appropriate if judged against the background of the story of this novel. *Nectar in a Sieve* is a story about village life in which the key figure is Rukmani who suffers immensely throughout the novel. The story of Rukmani's hard peasant life illustrates the truth of Coleridge's line "Work without hope draws Nectar in a Sieve". *Nectar in a Sieve* is definitely a novel of Rural India and it is the well representation of the transforming rural area into urban area. In this novel, Kamala Markandaya depicts rural and urban area with its problems. She also depicts the rural poverty, hunger and has devised a mode of documentation and seems to cry that rural India still despairs even after the achievement of independence.

Mulk Raj Anand, Nayantara Sahgal also presents the rural and urban society. Mulk Raj Anand gives a vivid description of rustic society but he has not yet completely solved the certain basic problems of the farmers through numerous welcome changes by Independence. Hindi novelist Premchand stood out as
the most outstanding writer, whose novels like ‘Godan’ and ‘Rangbhoomi’ depicted with moving realism the tragic plight of the Indian peasant. In the post-independence period, most of the Indo - Anglian novelists like Nayantara Sahgal, are occupied with the urban scene. Anita Desai’s “Where shall we go this summer” shows this aspect.

Bhabani Bhattacharya is a novelist of rural folk. His themes generally revolve round poverty, hunger, of pestilence, traditionalism, caste, India’s struggle against poverty and industrialization. *Nectar in a Sieve* is a very good study in rural and urban problems; The Indo - Anglian novelist of the post - independence era has laid great stress on the problems of the city. Markandaya has given the true picture of a peasant woman who uses her skill to improve the economic condition. A peasant woman works hard and pays her contribution to improve the conditions as Rukmani does. I planted beans and sweet potatoes, brinjals and chillies and they all grew well under my hand, so that we ate even better than we had done before.

Nature is a part of life. It is with us through various aspects. Sometimes nature has a beautiful and lovely sight and sometimes it becomes cruel as an attack on humanity. Human beings suffer from these natural calamities. Nature brings both happiness and misery. Hope and despair come in the life and human beings should not be worry but should be bold, strong and face it as Rukmani faces it. Like Hardy, Markandaya has shown the pessimistic side of nature. Hardy’s Tess was seduced in the midst of Nature. Nature was victim but she could not help her. Markandaya’s nature is cruel. It brings storm, flood, drought, pestilence and famine. Nature is like a wild animal that you have trained to work for you.

The village, on the whole, suffers under the impact of the modern urban culture brought in by the British rule on the traditional Indian rural life and the value system associated with it. In addition of this vagaries of nature play a key role in their life as in the novels of Thomas Hardy. Rukmani, the key figure in this novel, does not accept defeat in the face of these odds. Even till the end of the novel, she has been trying to discover *Nectar in a Sieve*, hopeful and undaunted.

Like an ordinary village woman Rukmani is by temperament a traditional woman. After being married to a tenant farmer named Nathan. She is placed in a different environment altogether because her husband is only the master of “a mudhut - unlike her father’s big house” and secondly as she comes to know later, her “husband did not own the land he tilled”as her father had done. But she is happy with her husband who is an illustrate tenant farmer she thinks like her husband that a good harvest means peace in a farmer’s home. Rukmani and Nathan, like Wang Lung and O - Lan are greatly attached to the land. Wang Lung at one place in “The Good Earth” says,

“ It had come out of the earth, this silver, out of his earth that he ploughed and turned and spent himself upon. He took his life from this earth; drop by drop by this sweet he wrung food from it and from the food, silver”. (Markandaya, 33)

For Wang Lung, the earth is everything and he constantly thinks in terms of it. On the very first day of Rukmani arrival in his hut, Nathan, in a spirit similar to that of Wang ung’s, goes into the granary and comes out with a handful of paddy and says to Rukmani. Such harvest as this, and you shall not want for anything beloved. Rukmani is moderate. She adjusts herself both in village and urban society. Unlike Wang Lung Nathan is a tenant farmer but his love of the land is not diminished after he has been evicted from the land only to become a beggar. In constant companionship with hunger, poverty and begging, he always feels attracted to the land and even while living away from the land, in his heart he has never been away from it. Markandaya has an outlook of a writer who sees the village life in India from a different angle.
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PORTRAYAL OF STYLE IN NADINE GORDIMER’S THE PICK UP

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Abstract

This paper brings forth over the past forty years, Nadine Gordimer has emerged as the most resourceful writer to have distilled fiction from the experience of apartheid. Her international literary eminence is complemented by her role within South Africa as an activist in the culture of resistance, and an articulate opponent of censorship, detention without trial, and Bantu education, and as an assiduous organizer of writers across the racial divide. Augmenting Gordimer’s importance is the parallel between the beginnings of her career and the rise to power of the Afrikaner-dominated National Party, which has ruled South Africa uninterrupted since 1948. Her nine novels, more than two hundred short stories, and numerous essays of political and literary commentary thus offer a uniquely imaginative record of the high era of apartheid. This record gains depth from Gordimer’s acute sensitivity to the history of her times. Among contemporary writers in English she displays an unequalled ability to integrate the shifting political moods of her society into the very form and texture of her fiction.

Keywords: Nadine Gordimer; Literature of Transition; Displacement, Economic Exile; Migration; South Africa.

Nadine Gordimer’s most recent novel, The Pickup, has already picked up a major literary award – the 2002 Commonwealth Writers’ Prize for the Best Book from Africa – in addition to having been included on the final 24 Booker Prize ‘longlist’ for 2001 (awarded to Peter Carey’s True History of the Kelly Gang). It is a novel that has its place in what Gordimer has called a post-apartheid ‘literature of transition’, taking as its subject-matter the issues of displacement, economic exile and migration. Having been cut off from the rest of the world and, particularly, from the rest of Africa for so long under apartheid, the new South Africa opened its borders to a wide range of peoples, many of them settling as ‘illegal immigrants’ in the big cities like Johannesburg. This has given rise to reactions of xenophobia and resentment among local people, despite the fact that, as Gordimer has pointed out, ‘apart from South African Africans themselves ... we are all immigrants here’. Thus the issue of displacement is both an age-old and recent one that lies at the heart of a South African sense of belonging.

The two main characters in the novel, Julie Summers, who comes from a well-off white family, and ‘Abdu’ (the false name taken by Ibrahim Ibn Musa), an illegal immigrant in Johannesburg from ‘some unnamed Saudi Arabian country’, ultimately reverse roles. In Johannesburg, Julie is the one with contacts, money and power, no matter how strenuously she may try to evade them. But when Abdu’s application for permission to stay on in South Africa is refused (despite the best efforts of Julie’s family connections) and Julie decides that they will both return to his homeland, it is she who has to adapt and learn how to be a migrant in an Islamic Arab society.

Paradoxically, this experience is an empowering one for Julie: she finds a ‘place’ for herself that she has never experienced in her own place, Johannesburg, where she led an emotionally sterile and unproductive existence. In Ibrahim’s desert village, she discovers aspects of herself as teacher, as ‘sister’ and as a member of Ibrahim’s extended family, that she was unaware of previously in her cold, middle-class blended family from ‘The Suburbs’. The desert that adjoins the village becomes a place of spiritual growth for Julie: deprived of the material privileges to which she has been accustomed, she finds a spiritual element within herself that is far more fulfilling.

Gordimer is fascinated by the kinds of power shifts that occur when people become displaced from their comfort zones (a theme she has, of course, already minutely explored in July’s People) and have to adapt to new ways of thinking and being. Much of this adaptation occurs through language – what initially seems to be a barrier to communication can become a means for productive cross-cultural exchange. Warned by both Ibrahim that his country is ‘not for you’ and her father who cautions Julie
that it is a place where women are ‘treated like slaves’, Julie is nonetheless determined to expand her limited horizons and experience a culture of which she knows nothing. Ibrahim remains desperate to escape from his village to the wider world – trying to get to Australia, Canada and the United States. He is unable to understand how or why Julie, who has so many choices about where to live, would choose the very place from which he is trying to escape. And one is always aware that Julie still has the power to choose to leave whenever she wants to, while Ibrahim does not. The idea of the world as a global village is still an extremely one-sided one: only those from privileged countries are really free to ‘pick up’ other cultures and to drop them, too, when they wish to – ‘the freedom of the world was hers’.

Maybe this is another layer in the meaning of the title.

There is some evidence in the novel of the kind of fetishistic Orientalism that has Julie see Ibrahim as an ‘oriental prince’ while her Johannesburg friends describe him less romantically as a ‘grease-monkey’ who works as a mechanic in the local garage. Their mutual ‘picking-up’ raises a number of questions: is he simply using her as a ticket to stay in South Africa; is she using him as an exotic other to create some excitement in her somewhat mundane existence? How this mutual exploitation leads to the more profound loving relationship we are expected to believe has evolved during the course of the novel is never fully articulated. There is always a sense of impermanence in the relationship, a fragility, that seems to me to originate in this initial sense that each is imposing an identity on the other for their own selfish purposes. However, the frequent shifts in perspective and the awareness within the narration of this spectrum of attitudes anticipates these kinds of criticisms. This is especially focussed in Julie’s final decision to refuse to emigrate with Ibrahim to America, a decision that she believes is brought on by the desert itself. Ibrahim’s reaction to this decision pre-empts that of the reader – ‘for him ... her decision was a typical piece of sheltered middleclass Western romanticism. Like picking up a grease monkey.’

But, at the same time, he recognises within her the same spirit that moves him to try to escape from the place he belongs. She is attempting to escape her inherited privilege, both in South Africa where her father belongs, and in America, where her mother lives the privileged Californian lifestyle. He, of course, on the other hand, is attempting to escape the opposite of privilege, the poverty, the hopelessness, the sense of entrapment. In the end, she chooses the solidarity of his family’s women, those whom Ibrahim suspects she has taught not just English but also communicated ‘her rich girl’s Café ideas of female independence’. Ultimately, Julie is able to form an unspoken alliance with Ibrahim’s steely mother who understands that Julie is the one who will 'bring him home at last'. Julie’s somewhat romanticised response to the desert as ‘eternity’, as a space with ‘no measure of space ... no demarcation from land to air’ is contrasted with Ibrahim’s description of the village as ‘this dusty hell of my place’. Julie’s ability to ask for money from her uncle shields her, and Ibrahim’s family, from the desperate poverty around them and raises the question of whether she would really have been so keen to stay and commune with the desert if she had had to live ‘authentically’ without the benefit of her privilege.

There has often been a coldness and detachment in Gordimer’s novels that has made the reading process seem somewhat formulaic. This novel, though, like its predecessor, _The House Gun_, (from which, incidentally, the black attorney, Hamilton Motsamai, makes an appearance again in this novel), has a sparseness of prose and a more intimate sense of character that makes it one of Gordimer’s ‘mature’ works. Perhaps a better word is ‘mellow’. There is a sense here of an understanding and a tolerance of her characters that escapes her previously relentless irony, an evenhandedness that acknowledges the tenuousness of all decisions and choices. It is fitting, then, that the novel ends ambiguously, with the questions unanswered, and with Julie facing a perverse kind of freedom. Will Julie stay in the desert village and, if so, what sort of life will it be for her? Will Ibrahim come back? Will he go to America or
change his mind at the last moment? Like the quality of muteness that Julie finds in the desert itself, these final questions raised in the mind of the reader are met with silence.

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GREEN AUDITING – A TOOL FOR SUSTAINABLE DEVELOPMENT

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Abstract
The fragile environment is working under lot of pressure due to industries and human activities. Resources are depleting at a faster rate and are utilized the identical manner the concept of green auditing impose in a check on utilizing the resources. The Green auditing directly helps in achieving the goals of sustainable development. The objectives of this study is to level of awareness of the environment and the essentiality of the green auditing among the employees. The tools used to analyzing the data are the chi square, T test to analysis the data collected from 150 respondents from the select industry. The finding of the study is that level of awareness about the practicing of the green auditing is less. And there is no process frame work developing the industry and implementing the frame work. It is concluded that development of the frame work for implementing the green audit is essential. It is suggested that the development of the frame work on the lines of pollution control board is essential to use the resources prudentially.

Keywords: Green Auditing, Sustainable development, Pollution control board.

Introduction of the Study
It is realized that industrialization is essential if an economy is to develop. But the transformation of natural resources for industrialization is accompanied by serious environmental degradation. When this transformation of nature by man, instead of showing a symbiotic relationship between man and nature, shows a man centric effort to conquer nature and ultimately overpower it, the economy that is aimed to be built by man to protect himself and prosper, is itself stressed. This gives the background of one’s understanding on industrial ecology. If mankind is to live over generations, the eco-system, which feeds them, has to be sustained and there comes the question of controlling mans exercise of power over nature.

Definition of Environmental Auditing
The United States Environmental Protection Agency (EPA) defined environmental audit as “a systematic, documented, periodic, and objective review by regulated entities of facility operations and practices related to meeting environmental requirements” (EPA, 2003 cited in Anthony et al., 2003, p.36).

Meaning of Sustainable Development
The 1972 United Nations Conference on the Environment (Stockholm) was the first major international conference which addressed environmental issues in a systematic and coherent manner. A strategy for building a sustainable society was proposed in 'Caring for the Earth', published in 1991 by the International Union for the Conservation of Nature, jointly with UNEP and the World Wide Fund for Nature.

Advantages of Green Auditing
- Avoidance or minimization of environment-related liabilities.
- More efficient operating processes (i.e, cost-savings)
- Reducing insurance premium
- Improved managerial decisions resulting in enhanced financial and environmental performance.
- Improved environmental management and enhanced environmental protection.
- Improved risk management.
- Satisfaction of customer requirements and enhanced customer relations.
- Enhanced corporate image or reputation.

**Statement of the Problem**

Nowadays, we are facing problems about the environmental problems as global warming, water pollution, air pollution, climate change, soil pollution, noise pollution etc. Environmental damages in the form of loss of green cover, loss of biodiversity, huge landfills, increased air and water pollution can be a big turn off for most of the pollution.

One of the greatest problems that the world is facing today is that of environmental pollution, increasing with every passing year and causing great and irreparable damage of the earth. Environmental pollution consists of the five basic types of pollution: air, water, land, noise, and light.

In industries, there is no proper maintenance of air, water, land, and soil pollution through their controlling the process of environmental damages. Through disposal of wastages, protection of pollution control boards, and etc., in the concept of sustainable development is based on a set of requirements. It must allow the basic needs of present and future generation to be fulfilled with regard to demographic constraints.

The production of goods and services requires inputs from, has effects on, the natural environment. In particular, these effects are the depletion of resources and the production of wastes which are returned to the environment. Pollution occurs when these wastes disrupt or change natural systems, including those that are important for human well-being (for example, air and water). These have never been any dispute about the importance of the natural environment to economic activity. Clearly, its role in providing resources, absorbing wastes, and generally maintaining a habitable world is fundamental.

**Objectives of the Study**

The specific objectives of this study are as follows:

1. To study the environmental audit awareness among the employees.
2. To study the resources saving practices of the industries.
3. To compare real resource practices with legal compliances.

**Importance of the study**

1. Why resource savings is important.
2. How it helps to sustain the commerce for infinite years.
3. How it helps its users the publication of the organization.

**Scope of environmental auditing:**

1. **Material audit**
   - The thrust areas of material audit is the effective utilization of materials, conservation of materials, minimizing wastages in different processes.

2. **Energy audit**
   - It deals with overall consumption, minimizing pollution etc.,

3. **Water audit**

4. **Health and safety audit**
   - Health and safety audit measures are examined e.g. occupational diseases, compliance with labour laws, adequacy of safety measures and etc.
5. Environmental quality audit
   It examines noise level, stats of existing air quality, review of greening program undertaken by the enterprise, installation and functioning of anti pollution equipment.

6. Water disposal audit
   Review of waste disposal measures relating to solid and hazardous wastages, recycling etc.

Research Gap
   This analysis on the topic of green auditing a tool for sustainable development has to evaluate the industrial performance for all issues and problems has been covered under the effectiveness of planning by achieving the environmental resource practices by utilizing the resource with the process of training and development of the employees through the awareness about the environmental protection and the sustainable development has been addressed on both the present and future challenges faced by industries.

Research Methodology
   Research methodology lays down the various steps that are generally adopted by researcher in studying the problem. This study is based on descriptive method and the simple random sampling of lottery method is used to keeping the objective of the study entitled as "Green Auditing A Tool of Sustainable Development"

Data collection
   Data is recorded measure of phenomena. While deciding about the method of data collection, the research should keep in the mind about the primary data as follows

Research Tools for Analysis
   - Simple Percentage
   - Chi-Square Test
   - ANOVE
   - T- Test

Hypothesis
   1. There is no significant difference between level of awareness and sources of renewable energy.
   2. There is no significant difference between the level of awareness and various challenges faced on environmental protection and management.
   3. There is no significant difference between level of opinion and the various challenges faced by environment protection.
   4. There is no significant difference between the educational qualification and savings practices.

Limitations of the Study
   1. The study was conducted only in Industries.
   2. The number of 150 respondents is limited
   3. The analysis is based on the data provided by the respondents.
   4. The views of those who did not participate in the survey is not included.

Review of Literature
   Viola W.Y.Tong The research has done on The Role of Environmental Auditing in Environmental Management the research paper of the university of Hong Kong on (1994)¹

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research paper is focused on the environmental auditing evolved rapidly over last two decades initially in America then in Europe and in 1990 in Asia. The tools of the paper where is used under the merger and acquisitions, and product and markets. The objectives of the study is related to the international policy requirements, to measure its future environmental performance, making recommendations of ongoing management. The role of the environmental management is having high environmental consciousness realize the importance of good environmental performance are widely accepted as an effective tool between of its systematic documented approaches for evaluation of company performances. The role of government in promoting environmental audit it is also identified the implementation of environmental audit in Hong Kong.

Dr. Joshi Seema Pradip The research paper as Green Audit – A Tool for attaining Sustainable Development & Achieving Competitive Advantage (2002) Increase in world population, increase in economic activities in the past few decades, enormous advancement in science & technology & globalization are leading to change in the eco system. The world today is facing the alarming situation due to imbalance in the eco system. For the long term survival of the earth & its habitat, deliberate efforts must be made to achieve sustainable development. The objective of the study is to ensure development along with safeguarding the environment, to reduce energy consumption to foster environmental up gradation, to ensure compliance with legislations, to physically ensure installation of devices that reduces pollution & authentication of such devices by competent authority, to ensure optimum utilization of resources, to ensure whether provisions are made for liabilities arising out of unintentional pollution related damages, to ensure that due precautions has been taken by the industry to protect employee health & hygiene, to suggest improvements in the overall system to promote safe & clean environment.

Dr. Gunjan Gupta The research has done on Environmental Audit Practices in India (2009) The paper is on the environmental audit is a highly skill-oriented task. It calls for not only a high level of professional skills, but also a deep understanding of environmental issues. In this paper the objective is based on the natural resources are properly utilized. The control the costs incurred on the natural resources and to ensure that they have been properly classified, the natural resources has been properly shown in balance sheet as they are the national valuable assets, to maintain health and welfare of the commodity and also for disposal of harmful wastes and social risk. They have the conclusion of the pollution of environmental has assumed serious dimensions. Various laws and regulations controlling pollution of environmental have led the corporate sector to take actions. And the type of information regarding investment for pollution control cannot be obtained through the environmental statements.

Result of t-Test
Level of Awareness and Sources of Renewable energy

Null Hypothesis: There is no significant difference between the Level of Awareness and Sources of Renewable energy

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<th>Mean</th>
<th>S.D</th>
<th>Std. Error Mean</th>
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<td>0.08</td>
<td>-0.48</td>
<td>0.633</td>
</tr>
</tbody>
</table>
The mean value of the various factors that awareness and sources of energy ranges from 1.72 to 3.24 and the standard deviation of the factors varied from 0.78 to 1.13. The 5 percent level of significance is Geothermal Power (t-value = 3.23 & p-value = 0.002*), Radiant energy (t-value = -2.16 & p-value = 0.032*).

The 1 percent level of significant is Solar Power (t-value = -17.24 & p-value = <0.001**), Wave Power (t-value = -13.31 & p-value <0.001**), Tidal Power (t-value=-13.31 & p-value= <0.001**) The non significance of the t test is are Nuclear Power (t-value = -1.65 & p-value = 0.100), Compressed Natural Gas (t-value = -1.14 & p-value = 0.255), Bio Gas (t-value = 1.55 & p-value = 0.124), Hydro Electricity power (t-value = -0.48 & p-value = 0.633). Therefore based on the above calculations it can be concluded that the respondents of the study strongly agree that the all the factors i.e., Nuclear Power, Compressed Natural Gas, Bio Gas, Geothermal Power, Radiant Energy, Hydro electricity power, solar power, wave power, tidal power are these factors are the employees awareness and sources of renewable energy.

**Testing of ANOVA**

Essentiality of green audit and challenges faced for environmental protection and management

Null Hypothesis: There is no significant difference between essentiality of green audit and challenges faced for environmental protection and management.

<table>
<thead>
<tr>
<th>Factors</th>
<th>Sum of Squares</th>
<th>Df</th>
<th>Mean Square</th>
<th>F</th>
<th>p. value</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>Air pollution</td>
<td>5.238</td>
<td>4</td>
<td>1.309</td>
<td>1.476</td>
<td>0.212</td>
<td>Not Significant</td>
</tr>
<tr>
<td></td>
<td>128.602</td>
<td>145</td>
<td>0.887</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>133.840</td>
<td>149</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Water pollution</td>
<td>9.983</td>
<td>4</td>
<td>2.496</td>
<td>2.969</td>
<td>0.022</td>
<td>Not Significant</td>
</tr>
<tr>
<td></td>
<td>121.890</td>
<td>145</td>
<td>0.841</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>131.873</td>
<td>149</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Energy consumption</td>
<td>16.734</td>
<td>4</td>
<td>4.184</td>
<td>4.152</td>
<td>&lt;0.003**</td>
<td>Significant</td>
</tr>
<tr>
<td></td>
<td>146.099</td>
<td>145</td>
<td>1.008</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>162.833</td>
<td>149</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Noise Emission</td>
<td>37.890</td>
<td>4</td>
<td>9.473</td>
<td>6.321</td>
<td>&lt;0.001**</td>
<td>Significant</td>
</tr>
<tr>
<td></td>
<td>217.283</td>
<td>145</td>
<td>1.499</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>255.173</td>
<td>149</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Water Management</td>
<td>9.983</td>
<td>4</td>
<td>2.496</td>
<td>2.969</td>
<td>0.022</td>
<td>Not Significant</td>
</tr>
<tr>
<td></td>
<td>121.890</td>
<td>145</td>
<td>0.841</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>131.873</td>
<td>149</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Disposal of wastages</td>
<td>18.675</td>
<td>4</td>
<td>4.669</td>
<td>5.149</td>
<td>&lt;0.001**</td>
<td>Significant</td>
</tr>
</tbody>
</table>
The ANOVA explains the relationship between the essential of green audit and challenges faced for environmental protection and management the level of the respondents involved in the study about the various factors to protecting the environment. It can be concluded that only green auditing and the challenges faced by the environmental protection and management that has significant association with the environment has which is significant at 1% level whereas essential green auditing did not find any significant association with the other factors that environmental protection and management that are involved in the study.

Suggestions
The following are the suggestions made on the findings of analysis and information are collected from the respondents,

1. The green auditing is very important for every industrial sector through the measure of pollution control and saving the environment it is very essential.
2. The periodicity of auditing as checking under the year wise through the prevention of environment.
3. The business environmental has the best surroundings and the employees has to work under the proper environmental facilities to tree plantation is most important.
4. The supervising the authority by the management under the green auditing as separated through the government and the social auditors.
5. The awareness of employees is too low about the environmental auditing and management so they have to improve their technical training sections.
6. The task of environmental auditing as entrusted as only by the external audit but they generated to qualified environmental auditors.
7. The renewable energy we have to use the another resources of bio gas also generated.
8. The environmental protection under the management the non renewable energy has been separated through the agreed.
9. The types of resources has been separated as coal usage to increase in the organization.
10. The saving practices through the management under the new technologies use to the organization.

Conclusions /Recommendations
This study has empirically examined environmental audit and sustainable development. The implications is that while companies subscribe to the policy of being environmental friendly only few engage environmental audit process services. This might be a fall out from the voluntary nature of environmental related information, they enjoy competitive advantage, high liquidity and reduced environmental cost in the long run. Arising from the above findings, the study recommended that 1. Firms should formulate and implement environmental friendly policies to enhance their competitiveness which would subsequently lend to high corporate performance 2. Firms should adopt
uniforms reporting and disclosure standards of environmental issues for the purpose of control and measurement of performance.

The general conclusion from the study is that environmental and social auditing has been embraced considerable over recent years. The concept appears to have been driven by management in meeting their regulatory requirements and perceived benefits gained by various of the entity. (Owusu and Frimpong 2012). This is however now taking its full force as a result of the voluntariness of the system. The impact of social and environmental issues such as health and safety of employees, global warming and climate change has suggested that regulators of the accountancy profession therefore have more pressing issues to deal with especially with the recent concerns of global warming resulting from the environmental related issues for auditors when conducting such audit.

Government should use every opportunity to raise public, government, industry, foundation and university awareness by openly addressing the urgent need to move toward an environmentally sustainable future. Since government cannot shoulder everything, community and nongovernmental organizations should assist in finding solutions to environmental problems.

Reference
Sri Vijay Vidyalaya College of Arts and Science (Women), Dharmapuri

தான் அது திசையானாகத் தலனை

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தான் அது திசை�
ROLE OF INDIA POST IN FINANCIAL INCLUSION & FINANCIAL SERVICES

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Abstract

We study the role of India post in financial Services of 2014-2016. The Department of Posts, with its network of 1,54,910 Post Offices, is the largest postal network in the world. The department of posts has proved to be one of the greatest institutions of the country which plays an important role in the socio-economic activity of the nation. The postal network of India touches the remotest corners of the country. While the core activity of the Department is processing, transmission & delivery of mail, there are also a diverse range of retail services undertaken by the Department which includes money remittance, banking, as well as, insurance.

Keywords: India Post, Financial Inclusion, Postal Networks, core activity, Retail Services

Introduction

The Department of Posts operates small savings schemes on behalf of the Ministry of Finance; Government of India. Post Office Savings Bank (POSB) has more than 400.05 million account holders as on 31.03.2016. Savings Bank facility is provided through a network of 154910 lakh Post Offices across the country. The outstanding balance under all National Savings Schemes and Savings Certificates in Post Office is over ` 639254.06 crore as on 31.03.2016. The Post Office Savings Bank operates Savings Accounts, Recurring Deposit(RD), Time Deposit (TD), Monthly Income Scheme (MIS), Public Provident Fund(PPF), National Savings Certificate (NSC), Kisan Vikas Patra (KVP), Senior Citizens Savings Scheme (SCSS) and Sukanya Samriddhi Yojna Account.

The profile of the Savings Bank Schemes and Savings Certificate is as under;

<table>
<thead>
<tr>
<th>Name of Schemes</th>
<th>Number of Accounts</th>
<th>Outstanding Balance (Rs. In crore)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Savings Accounts*</td>
<td>165968186</td>
<td>46847.59</td>
</tr>
<tr>
<td>2. RD Accounts</td>
<td>122938104</td>
<td>74515.26</td>
</tr>
<tr>
<td>3. TD Accounts</td>
<td>16238903</td>
<td>51755.12</td>
</tr>
<tr>
<td>4. MIS Accounts</td>
<td>21073808</td>
<td>200555.35</td>
</tr>
<tr>
<td>5. NSS Accounts (87 &amp; 92)</td>
<td>32073808</td>
<td>200555.35</td>
</tr>
<tr>
<td>6. PPF Accounts</td>
<td>2424984</td>
<td>57603.50</td>
</tr>
<tr>
<td>7. Sr. Citizens Saving Scheme (SCSS)</td>
<td>954177</td>
<td>17974.64</td>
</tr>
<tr>
<td>8. Cumulative Time Deposit</td>
<td>181634</td>
<td>8.27</td>
</tr>
<tr>
<td>9. Fixed Deposit</td>
<td>516</td>
<td>24.19</td>
</tr>
<tr>
<td>10. MGNREGA**</td>
<td>64884602</td>
<td>0.00</td>
</tr>
<tr>
<td>11. MSY Accounts</td>
<td>1847916</td>
<td>2.98</td>
</tr>
<tr>
<td>12. Sukanya Samriddhi Account</td>
<td>2486005</td>
<td>6425.94</td>
</tr>
<tr>
<td>13. Total (1 to 12)</td>
<td>399319009</td>
<td>486264.66</td>
</tr>
<tr>
<td>12. NSC VIII</td>
<td>85597.59</td>
<td></td>
</tr>
<tr>
<td>15. KVP</td>
<td>84844.47</td>
<td></td>
</tr>
<tr>
<td>16. Total (14+15)</td>
<td>170442.06</td>
<td></td>
</tr>
<tr>
<td>17. Grand Total (13+16)</td>
<td>619317.44</td>
<td></td>
</tr>
</tbody>
</table>

Sri Vijay Vidyalaya College Of Arts and Science (Women), Dharmapuri
Kisan Vikas Patras

Kisan Vikas Patra (KVP) which was discontinued with effect from 1st December 2011 was relaunched on 18th November 2014. The quarterly interest rate of KVP is 7.7 percent for the quarter 1.10.2016 to 31.12.2016. Minimum investment in Kisan Vikas Patra is Rs.1000.

A total of 25363578 KVPs were sold during 2015-16 with a deposit of ` 29825 crores and 3772195 KVPs were sold during 2016-17 upto Nov. 2016 with an investment of ` 9488.48 crores.

Physical certificates have been discontinued by introducing e-mode certificates w.e.f. 1st July 2016.

Core Banking Solution

The Core Banking Solution is part of the India Post IT Modernization project and aims to bring in various IT solutions with required IT infrastructure in Post Offices. India Post plans to implement core banking in all Departmental Post Offices. Banking solution through mobile application and hand-held devices will be provided to the Rural Post Offices. The project will bring in facilities of ATM, internet and mobile banking to the Post Offices. The Department of Posts has signed a contract with M/s Infosys Ltd, the Financial Services Integrator (FSI), vendor, for implementing Core Banking Solutions and for installing ATMs. The project started on 28.9.12. As on 27.12.2016, 23091 post offices have been migrated to CBS environment and 968 ATMs are operational. On 31.12.2016, these ATMs have become interoperable with banks. India Post customers having Debit cards can do transactions on other bank ATMs and similarly other bank customers can transact on India Post ATMs.

International Money Transfer Service

The service enables instant international money remittance to customers in India sent from around 195 countries on a real time basis. India Post is operating this service in association with Western Union from 9942 post office locations. The revenue generated from the service in 2016-17 up to December 2016 is ` 15.59 crore.

National Pension System (All citizens Model)

India Post is a point of presence for National Pension System (NPS) (All citizens Model). Any citizen of India whether resident or non-resident between 18 to 60 years of age as on the date of submission of his/her application can join NPS. The pension contributions are invested in various schemes of different Pension Fund Managers appointed by Pension Fund Regulatory and Development Authority (PFRDA) as per the preference of the subscriber. The facility to open a pension account under this Scheme is available at all Head Post Offices in the country. 26609 accounts have been opened by Department since inception and ` 1.05 crore has been earned as commission till Nov. 2016.

Retailing of Mutual Funds

The post office is playing an important role in extending the reach of the capital market of the country and also provides the common man an easy access to market based Investment options. Presently, Mutual Funds of UTI are being retailed through Select Post Offices.

Sukanya Samriddhi Account

Sukanya Samriddhi Account, a new Small Savings Scheme for the welfare of girl child, was launched on 22nd January 2015. Under the scheme, a legal/natural guardian can open only one account in the name of one girl child and maximum two accounts in the name of two different girl children up to 10 years from date of birth of the girl child. Total 57.43 lakh accounts were opened during F.Y.2015-
16 with total deposit of 4553.09 Crores and 999610 accounts were opened during 2016-17 with total Deposit of `3756.42 Crores up to Dec.2016.

Jan Suraksha Schemes

Jan Suraksha Schemes viz. Pradhan Mantri Suraksha Bima Yojna (PMSBY) and Pradhan Mantri Jeevan Jyoti Bima Yojna (PMJJBY) were launched w.e.f. 07.09.2015 in all CBS Post Offices. The schemes are available to all Post Office Savings Account holders. Atal Pension Yojna (APY) was launched in 808 CBS Head Post Offices from 1st December; 2015 which has been further extended to 17764 CBS sub post offices. By Dec. 2016, 1111592 PMSBY, 71918 PMJJBY and 151417 APY enrollments have been made in Post offices.

Postal Life Insurance

Postal Life Insurance (PLI), introduced in 1884, is the oldest life insurance scheme for benefit of the Government and semi-Government employees. Initially meant only for the Post Office employees, today it caters to employees of the Civil and Military personnel of the Central and State Governments, Local Bodies, Government aided educational institutions, Universities, Nationalized Banks, Autonomous institutions, Public Sector Undertakings of the Central and State Government, employees of organizations such as Scheduled Commercial Banks, Credit Co-operative Societies, Deemed Universities and Educational institutes accredited by recognized bodies such as National Assessment and Accreditation Council (NAAC), All India Council for Technical Education (AICTE), Medical Council of India (MCI) etc., joint ventures having a minimum of 10% stake of Central/State Governments/PSUs and employees engaged/appointed on contract basis by Governments where the contract is extendable.

Rural Postal Life Insurance

Rural Postal Life Insurance (RPLI) scheme was introduced in 1995 for the benefit of rural populace to extend insurance cover to the people living in rural areas with special emphasis on weaker sections and women workers.

Maximum Sum Assured Limit of PLI/RPLI

Maximum sum assured limit of PLI has been raised from `20 lakh to `50 lakh from December, 2014 and in RPLI from `5 lakh to `10 lakh from May, 2015.

Performance of PLI/RPLI

The business procured during the year 2015-16 and the total sum assured in PLI/RPLI as on 31.03.2016 is as under:

<table>
<thead>
<tr>
<th>Name of plan</th>
<th>No.of new policies procured (in lakh)</th>
<th>Sum assured (Rs. in cr)</th>
<th>Aggregate no.of active policies (in lakh)</th>
<th>Aggregate sum assured (Rs. in cr)</th>
<th>Premium income (Rs. in cr)</th>
</tr>
</thead>
<tbody>
<tr>
<td>PLI</td>
<td>1.98</td>
<td>9644.98</td>
<td>49.30</td>
<td>109982.09</td>
<td>6657.03</td>
</tr>
<tr>
<td>RPLI</td>
<td>2.58</td>
<td>2668.90</td>
<td>149.15</td>
<td>81733.73</td>
<td>2012.17</td>
</tr>
</tbody>
</table>

Net accretions to Post Office Life Insurance Fund (POLIF) and Rural Post Office Life Insurance Fund (RPOLIF) are being invested in Government securities etc. since 4th November 2009 as per IRDA guidelines.
Policies under PLI
PLI offers the following types of Policies:
   i) Whole Life Assurance (Suraksha)
   ii) Convertible Whole Life Assurance (Suvidha).
   iii) Endowment Assurance (Santosh)
   iv) Anticipated Endowment Assurance for 15 and 20 years (Sumangal).
   v) Joint Life Endowment Assurance (YugalSuraksha).
   vi) Children Policy (Bal Jiwan Bima).

Policies under RPLI
RPLI offers the following types of Policies:
   i) Whole Life Assurance (Gram Suraksha)
   ii) Convertible Whole Life Assurance (Gram Suvidha)
   iii) Endowment Assurance (Gram Santosh)
   iv) Anticipated Endowment Assurance for 15 and 20 years (Gram Sumangal)
   v) 10 years RPLI (Gram Priya)
   vi) Children Policy (Bal Jiwan Bima)

The bonus for continuing PLI and RPLI Policies has been declared at the following rates:

<table>
<thead>
<tr>
<th>Plan</th>
<th>Rates of Bonus per Rupees thousand sum assured per annum</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Whole Life Assurance</td>
</tr>
<tr>
<td>PLI as on 31.03.2015</td>
<td>Rs.85</td>
</tr>
<tr>
<td>RPLI as on 31.03.2015</td>
<td>Rs.65</td>
</tr>
</tbody>
</table>

The claims in respect of PLI and RPLI policies settled during the year 2015-16 are as under:

<table>
<thead>
<tr>
<th>Details</th>
<th>PLI</th>
<th>RPLI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Claims (in lakh)</td>
<td>1.89</td>
<td>1.06</td>
</tr>
<tr>
<td>Amount paid (Rs. in crore)</td>
<td>1467.03</td>
<td>398.63</td>
</tr>
</tbody>
</table>

Roll Out of Core Insurance Solution (CIS) Project
All the PLI / RPLI operations have been automated under the FSI Project. The business processes developed for the new PLI Software in the FSI project involve all processing work to be done at Central Processing Centers (CPCs) with provision for online approval by the competent authority without any physical movement of files beyond CPCs.

Implementation of Core Insurance Solution (CIS) Project
- **Facility of web portal** and **mobile portal** allows customers to view and carry out Transactions relating to their postal life insurance policies on real time basis.
- **Convenient Premium Payment Options**: The premium is possible to be paid through Various methods i.e. cash, cheque, pay deduction, credit/debit card. Payment through ECS, ATMs, and Net Banking will also be provided as a part of the ‘Core Insurance Solution’ (CIS).
- **Customer Care**: The Solution will bring about a state of art Customer Call Centre to handle customer requests. There will be faster turn-around time for claims settlement.
Anytime anywhere policy procurement: All insurance policies will be stored electronically for easy retrieval and quicker customer service fulfillment from anywhere in the country.

The Prevention of Money Laundering

The Prevention of Money Laundering Act (PMLA), 2002 came into force w.e.f. 1st July, 2005. The Act defines money laundering as “any process or activity connected with proceeds of crimes including its concealment, possession, acquisition or use and projecting or claiming it as untainted property.” The Act was amended by the prevention of Money Laundering Amendment Act, 2009 w.e.f. 1st June, 2009. The Department of Posts was brought into the ambit of this Act with this amendment wherein Section 2(1)(1) listed the Department of Posts in the Government of India as a “financial institution”.

Organisational setup under PMLA

At the Directorate level, the Deputy Director General (DDG PCO/PMLA) is the Principal Compliance Officer of the Department of Posts and is responsible for implementing all compliance related activities within the Department. Member (Banking & RB) has been appointed “Designated Director” for the Department of Posts.

At Circle level, Director Postal Services, Headquarters (DPS HQ), at the Regional level, Director Postal Services (DPS) at Divisional level, Senior Superintendent of Post Offices (SSPOs)/Superintendent of Post Offices (SPOs) are the Compliance Officers. Compliance Officer at each level is responsible for submitting Cash Transaction Report (CTR), Suspicious Transaction Report (STR) and Counterfeit Currency Report (CCR) to the next higher level.

Implementation strategies under PMLA

The Department of Posts has circulated a master circular for compliance of Anti-Money Laundering/Combating the Financing of Terrorism (AML/CFT) norms for the small saving schemes with exhaustive guidelines. A list of documents to be accepted as identity proof and residence proof has also been provided.

Monitoring Mechanism under PMLA

During 2016, inspections were carried out in 14,237 post offices across the country from AML/CFT points of view for monitoring the implementation of AML/CFT norms in Small Saving Schemes.

Efforts are on to make all offices fully compliant. Workshops are also organized for familiarizing the staff on AML/CFT guidelines. During 2016-17, 59,166 officials have been imparted training on AML/CFT up to November 2016.

Reference

4. "IPPB overview".


MAN AND THE NATURAL WORLD IN ERNEST HEMING’S

THE OLD MAN AND THE SEA

G. Karthiga
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Abstract

In The Old Man and the Sea, which is quite different from the other novels by Hemingway in subject and treatment, one who finds an old age archetypal theme adopted in the modern context. What appears significant is the appeal of the novel across space and cultural gaps, the way it seems to carry a familiar ring to readers all over the world. This has been possible because of the writer’s use of an archetype in this novel which may have its origin in the pre-historic times. This is what largely accounts for the universality of the appeal of this simple, brief, apparently monotonous story of an old fisherman following fish for three days at a stretch and coming back last without achieving any material gain.

Key Words: Material success and Inner, Spiritual Success.

The old man is unique in his relationship to understanding the natural world. He talks about the sea as though it were a woman, the birds as friends, sharks as personal enemies. He examines the relationship between turtles and jellyfish, between fish and birds. The creatures and the natural world become a lens through which we examine the old man; they become parables and analogies that allow us to gain insight into his character. The lions function in this same way, as they have much to do with the way the old man views himself. The Old Man and the Sea also incites discussion as to the natural order of things; the old man justifies and interprets his actions and the actions of others as things that they are born to do. There is a sense of inescapability in these ideas.

Hemingway draws a distinction between two different types of success: outer, material success and inner, spiritual success. While Santiago clearly lacks the former, the import of this lack is eclipsed by his possession of the later. One way to describe Santiago’s story is as a triumph of indefatigable spirit over exhaustible material resources. As noted above, the characteristics of such a spirit are those of heroism and manhood. That Santiago can end the novella undefeated after steadily losing his hard-earned, most valuable possession is a testament to the privileging of inner success over outer success.

Allen Tate had observed that “The imagination of any power at all often projects deepest assumption about life in symbols that duplicate without the artist’s knowledge, certain meanings the origins of which are sometimes as old man as the race” (Article Our Cousin, Mr. Poe, 114)

The face of the story suggests the human struggle against the unconquerable forces of Nature and the World. In the struggle man always loses but his loss gives a sense of dignity on his part. The loss had dignity and can be viewed as victory. The novel becomes a sort of metaphor of a contest between man and all those forces which stand in the way of the attainment of the goal. In this struggle with the world, it is not the victory or the end which matters. The old man’s marlin has been eaten away by the fierce sharks which have been clubbed and harpooned by the old man. He is exhausted and fatigued and left only with the skeleton. In his adversity he has developed fellow feelings for the fishes, and the birds of the gulf stream.

Santiago is like Coleridge’s ancient mariner who learns that love for all living creature is the best prayer:

He prayeth best who loveth best
Both man and bird and beast. (87)

He loves the flying fish and the birds and is full of compassion for them as the birds are very delicate and are always flying in vain.
He is sorry for the delicate terns and the sea swallows, which are too delicate for the sea that can be very cruel at times. He sees a man-of-war bird, with long black wings, circling in the sky, trying to catch the flying fish. He also sees a big school of dolphin chasing the flying fish. His vast experience tells him that the bird has no chance as the flying fish is too big for him and travels too fast.

After some time the bird circles above again and, a little later, a small tuna is seen and then another and yet another and a school of them is hooked and caught by the old man, who plans to use it as a bait. The boy has given him two tunas earlier and they are used as baits already. Santiago has four different baits at different depths - one at forty fathoms, the second at seventy-five fathoms the third and fourth at one hundred and one hundred and twenty-five fathoms respectively.

He tells himself to remember to eat the tuna in the morning in order to keep strong. During the night two porpoises come, a male and a female - the male, making a blowing noise and the female a sighing blow. The old man likes them as they play and make jokes and love one another. He remembers the sad episode of how he once hooked one of a pair of marlin, how the female made wild, panic-stricken struggles and was exhausted until she was killed and hauled into the boat, and jumped high into the air to have a last look at his mate.

Sometime before day-break an unknown fish takes one of the baits causing a little problem for the old man, locked in a life-and-death tug-of-war with the great marlin, He does not want to lose the great marlin on account of the other nameless fish-a marlin or a shark. Hence he decides to get rid of it, and cuts it away. There is a delightful interlude at this point, involving a small, warbling bird, providing the much needed relief and relaxation from tension. He is a small tired warbler flying over the boat and he flies around the old man's head and rests on the line more comfortably.

"How old are you?" the old man asked the bird. "Is this your first trip?" The bird looked at him when he spoke. He was too tired even to examine the line and he teetered on it as his delicate feet gripped it fast. "It's steady", the old man told him. "It's too steady. You shouldn't be that tired after a windless night. What are birds coming to?" The hawks, he thought, that come out to sea to meet them. But he said nothing of this to the bird who could not understand him anyway and who would learn about the hawks soon enough. "Take a good rest, small bird," he said. "Then go in and take your chance like any man or bird or fish" (36-37).

It encouraged him to talk because his back had stiffened in the night and it hurt truly now. The little bird needs rest as the old man and the great marlin need rest and the readers are caught in the tension of the fight between the old and the marlin and relaxation before tension builds up again. It is amusing to find the old man talking to the bird. He wonders why the bird is so tired after a windless night and what is wrong with birds these days. Then he remembers the danger to little birds from hawks. But he does not talk about it to the little bird as it would understand about the hawks soon. Then he asks the bird to take rest for a while before going out and taking his chance like any man or bird or fish. The need for rest is uppermost in the old man's mind and after sometime he is to snatch a little rest setting comfortably against the wood and taking his suffering and saying his prayers. Santiago talks to the bird as if he were talking with a human being. He talks gently, kindly and lovingly as if the small bird were Manolin visiting him for a little while in a mysterious way. It is characteristic of the old man to adopt a gentle, kindly and loving attitude and tone while speaking to the birds and beasts of the sea as well as the boy.

The old man's struggles on the sea fall into two parts his struggle with the great marlin and his struggles with the sharks, most of which take place at night. An hour after he lashes the great fish to his boat, the first shark, a noble Mako shark, picks up the scent of blood and comes to the skiff. The old man sees it only when he breaks the surface of the water. He feels an admiration for this huge, powerful
shark, which has no fear at all. The size and shape of the Mako sharks are described in greater detail than those of the great marlin, which are left, for the most part, to the reader's imagination. The readers are not informed about the jaws or teeth of the marlin. All that one knows is that the fish is huge and powerful and two feet longer than the skiff.

When the old man saw him coming he knew that this was a shark that had no fear at all and would do exactly what he wished. He prepared the harpoon and made the rope fast while he watched the shark come on. The rope was short as it lacked what he cut away, to lash the fish. The old man's head was clear and good now and was full of resolution. But he had little hope. It was too good to be lost, he thought. The shark closed fast and when he hit the fish the old man saw his mouth open. The shark's head was out of the water and his back was coming out. The old man could hear the noise of skin and flesh ripping on the big fish when he rammed the harpoon down onto the shark's head at a spot where the line between his eyes intersected with the line that ran straight back from his nose. There were no such lines. There was only the heavy sharp blue head and big eyes and the clicking, thrusting all-swallowing jaws. But that was the location of the brain and old man hit it.

The shark swung over and the old man saw his eye was not alive and then he swung over once again, wrapping himself in two loops of the rope. The old man knew that he was dead but the shark would not accept it. Then, on his back, with his tail lashing and his jaws clicking, the shark ploughed over the water as a speed-boat does. The shark lay quietly for a little while on the surface and the old man watched him. Then he went down very slowly alone with the flesh of the marlin, the shark had also taken away the harpoon. The old man was filled with deep regret on account of the loss. He did not want to look at the marlin anymore because the body was mutilated. He felt as if the shark had attacked him and not the marlin. But he felt satisfied that at least he had killed the shark which had attacked the marlin. His good fortune could not last very long. He wished that his whole experience was a dream and that he had not hooked the marlin. But he drew consolation in the thought that "A man destroyed, but not defeated". (128) He thought that the bad time was coming because he had lost the harpoon. But he was more intelligent and better armed. He wondered how DiMaggio would have liked the way he hit the shark in the brain. It was not a great thing, he thought. Any man can do it.

He learned over the side and pulled loose a piece of meat of the fish where the shark had cut him. He chewed it and noted the quality and its good taste. It was firm and juicy, like meat, but it was not red. There was no stringiness in it and he knew that it would bring the highest price in the market. But there was no way to keep its scent out of the water and the old man knew that very bad time was coming. Having sailed for about two more hours, he saw two more sharks approaching. The shark came in a rush and the old man hit him as he hit his jaws. He hit him solidly and form as high up as he could raise the club. This time he felt the bone at the base of the brain of the brain and hit him again in the same place while the shark tore the meat loose sluggishly and slid down from the fish. The old man watched for him to come again but neither shark sheewed. Then he saw ones one on the surface swimming in circles. He did not see the fin of the others. Young Philip said that "The savage commonly conceives animals to be endowed with souls and intelligences like his own and hence he naturally treats them with similar respect" (A Collection of Critical Essays 217). I could not expect to kill them, he thought. I could have in my time. But I have hurt from them both badly and neither one can feel very good. If I could have a bat with two hands I could have killed the first one surely. Even now, he thought. He did not want to look at the fish. He knew that half of him had had been destroyed. The sun has gone down while he has been in the fight with the shark.

In the dark, there was a possibility of more sharks in the night. But the old man had determined to fight to last. He thought he would be lucky to take at least the half of the marlin to the shore. But he had
violated his luck by going too far into the sea. He wished he could buy some luck from somewhere, but
how could he buy luck after having lost his harpoon and with a broken knife and wounded hands.
However, more sharks attacked the remaining marlin. The old man kept hitting the sharks with his club.
He picked up the tiller and started raining blows on the head of the sharks. Slowly there were no more
sharks because no flesh was left on the marlin. The old man eventually knew that he was totally ruined.
He now sailed shoreward without any thought or feeling. During the rest of the night a few more sharks
attacked the marlin skeleton like someone picking up crumbs from a dinner-table at which people have
already eaten. The old man did not pay attention to anything expect steering the skiff. He saw the glow
of Havana and he is too far to the eastward and he can see the lights of one of the new beaches. He is not
too far out. He hope that no one has worried. There is only the boy to worry about him. But I am sure he
would have confidence. Many of the older too, he thought. I live in a good town. He could not talk to the
fish anymore because the fish had been ruined too badly. He was now thinking only of his bed which
would be great thing for him in the present circumstance. He had been beaten because he had gone too
far.

Hemingway spends a good deal of time drawing connections between Santiago and his natural
environment: the fish, birds, and stars are all his brothers or friends, he has the heart of a turtle, eats
turtle eggs for strength, drinks shark liver oil for health, etc. Also, apparently contradictory elements are
repeatedly shown as aspects of one unified whole: the sea is kind and cruel, feminine and masculine, the
Portuguese man of war is beautiful but deadly, the Mako shark is noble but a cruel, etc. The novellaǯs
premise of unity helps Santiago in the midst of his great tragedy. For Santiago, success and failure are
two equal facets of the same existence. They are transitory forms which capriciously arrive and depart
without affecting the underlying unity between him and nature. As long as he focuses on this unity and
sees himself as part of nature rather than as an external antagonist competing with it, he cannot be
defeated by whatever misfortunes befal him.

Ernest Cassirer addressed that “To mythical and religious feeling nature becomes one great society
of life” (An Essay on Man 110). It moved by a similar feeling the old man of Hemingway, in course of
pursuing his hard life, never ceases to wonder at nature including the sea, the sky, the moon, the small
and big creatures in it and tries to understand it in his simple imaginative living way as the primitive
hunters might have done in the ancient days; extra ordinary charm of the book.

Santiago brings a fisherman and his strange power over Manolin as a tutor figure. He puts the image
of a fisherman in the mind of the reader in the New Testament and the greatest fisherman of them all,
Jesus.

And Jesus, walking by the sea of Galilee, saw two brethren, Simon called Peter, and Andrew his
brother, casting a net into the sea: for they were fishers. And he saith unto them, follow me, and I
will make you fishers of men. And, they straightway left their nets, and followed him. And going on
from thence, he saw other two brethren, James the Son of Zebedee, and John his brother, in a ship
with Zebedee their father, mending their nets; and he called them. And they immediately left the
ship and their father, and followed him. (Matt. 4:18-22)

Manolin said to Santiago, “And the best fisherman is you and again ´Queva´, the boy said, there are
many good fisherman and some great ones. But there is only you” (17-18).Manolin wants to go with
Santiago but his father made him leave the old man. Towards the end of the novel, Manolin declares his
resolve to leave his father and follow Santiago. Manolin decided to leave his father and follow Santiago
even as James and John left their father, Zebedee and followed Jesus. He believed that he would learn
everything including fishing from Santiago even as Simon, Andrew, James and John learnt everything
including the fishing of men from Jesus.
Triumph over crushing adversity is the heart of heroism, and in order for Santiago the fisherman to be a heroic emblem for humankind, his tribulations must be monumental. Triumph, though, is never final. Hemingway's vision of heroism is Sisyphean, requiring continuous labour for quintessentially ephemeral ends. What the hero does is to face adversity with dignity and grace, hence Hemingway's Neo-Stoic emphasis on self-control and the other facets of his idea of manhood. What we achieve or fail at externally is not as significant to heroism as the comporting ourselves with inner nobility. As Santiago says, “Man is not made for defeat....A man can be destroyed but not defeated” (203). Harry Levin observes “The paradox of toughness and sensitivity is resoled and the qualities and defects of his writing are reconciled, if we merely remember that he was - and still is - a poet” (Observation on the Style of Ernest Hemingway 72).

Work Sited
READING JHUMPA LAHIRI’S THE NAMESAKE: REVIEWING THE RUSSIAN CONNECTION

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Abstract

Jhumpa Lahiri’s debut novel The Namesake negotiates the interstitial space between two locations, cultures and two generations. The novel tries to identify the sameness and differences that define the self, identity and the drift towards a transcultural, transnational re-definition of the self. In this respect this paper tries to address the complex issues that arise out of using a Russian name for a second generation Bengali boy who is born in the USA. The Russian connection, the use of a Russian name and the problems of naming, unnaming and re-naming are fascinating aspects of this diasporic novel. In fact, historical evidences prove the close association between Russia and Bengal from the eighteenth century onwards on levels of trade, commerce, ideology, literature and culture. A Bengali boy with a Russian name would not have been very unusual in both colonial and post-colonial Bengal and would not have produced any culture shock either. This cultural contact between Russia and Bengal could have been addressed in some more detail by Jhumpa Lahiri, suggesting that cultural globalization began in Bengal with the advent of the European traders in the eighteenth century or even earlier. Fiction is the most unobtrusive mode of cultural cross-fertilization and such culture specific inputs would have been significantly informative for global readers. Through the innocuous choice of a name Jhumpa Lahiri’s novel however powerfully highlights the trials, tensions, hybridity and the gradual accommodation leading to fluid identities that define diasporic dilemma and transnationalism.

Keywords: Namesake, Russian, Diasporic narrative; Bengali, middleclass, Gogol, Europhilism, postcolonial.

The Russian connection, the use of a Russian name and the problems of naming, unnaming and re-naming are fascinating aspects of this diasporic novel. In fact, historical evidences prove the close association between Russia and Bengal from the eighteenth century onwards on levels of trade, commerce, ideology, literature and culture. A Bengali boy with a Russian name would not have been very unusual in both colonial and post-colonial Bengal and would not have produced any culture shock either. This cultural contact between Russia and Bengal could have been addressed in some more detail by Jhumpa Lahiri, suggesting that cultural globalization began in Bengal with the advent of the European traders in the eighteenth century or even earlier. Fiction is the most unobtrusive mode of cultural cross-fertilization and such culture specific inputs would have been significantly informative for global readers.

A Russian last name as first name for a migrant Bengali-American. Therefore, I want to introduce and review the politics and problematics of this phonetically rather sweet Russian surname or last name Gogol that becomes the pet name and then first name, of a Bengali boy born in the USA. Later however as a young adult, Gogol prefers Nikhil as his first name, which is another interesting transition, as if the conscious choice of the ethnic name Nikhil is a symbolic gesture towards re-linking with one’s place of origin and roots.

Obviously, Gogol is not a Bengali name. Though the Bengali parents of Gogol, Ashima and Ashoke never feel as if they are at home in Boston, they have no problem suggesting Gogol as even a pet name for their first-born. Is this just about Ashoke finding himself a survivor of a horrifying train accident? Is it about his regaining consciousness among the wreckage of the accident, clutching a few pages of the English translation of Nikolai Gogol’s book of short stories? He had been reading his favourite story “The Overcoat” when the accident had happened. Ashoke feels as if Gogol had saved his life.

He had been traumatized since the accident- claustrophobia and nightmares brought back haunting memories of that train accident throughout his life till his death in the USA. Ashoke died of a massive cardiac arrest when his son Gogol was in his twenties. How natural it seems to Jhumpa to use a Russian name for the most important character of her diasporic debut novel, as if it could not be an issue at all. Is
this suggestive of the Europhile, cosmopolitan, secular educated Bengali middle class culture and its colonial hangover? An expected option would have been to use a Bengali author's name, surname or pet name in order to stress the Bengali roots that the novel privileges. Interestingly, neither does Jhumpa Lahiri use an American author's name as namesake such as Twain, Whitman or Melville. Using an American author's name could have been more regarded as more appropriate as it could have directly addressed Gogol's cultural dilemma and bi-cultural stress, but this distancing of cultural implications by using a Russian author's name in capitalist USA further problematises the text.

One must remember that Gogol, Tolstoy, Chekhov, Gorky among many others, wrote at a time when in Russia, a political transformation and ideological paradigm shift was in its rudimentary stages before Russian socialism impacted the whole political world, both in the North and South. Historical evidences prove that ideological proximity and cross-fertilization of their mutual freedom struggle, Russians resisting the Tsarist regime, Indians fighting the British regime in India, brought Indians and Russians in close contact. Maxim Gorky corresponded with Indian exiled Indian revolutionaries such as B.R. Cama and Shyamji Krishnavarma. Gandhi too paid homage to Gorky and wrote in 1905, the year when the partition of Bengal perpetrated by Lord Curzon was fiercely resisted and reversed by the irate Bengali people- “There is no other writer in Europe who is as great a champion of people’s rights as Maxim Gorky.” (Komarov 35)

Also while in South Africa Gandhi named his headquarters “Tolstoy Farm” as he regarded Tolstoy as his teacher. In 1908, Gandhi published Tolstoy’s Letter to a Hindoo. In the preface to the English edition Gandhi wrote, “To me, as a humble follower of the great teacher whom I have long looked upon as one of my guides, it is a matter of honour to be connected with the publication of his letter...” (Prasad 11)

But then Gogol’s father, Ashoke who though he never felt Boston was home for him, never seems to have been encouraged by his grandfather or father or for that matter other family members, or his school or friends to read Bengali literature. There is a curious detachment about the nationalist struggle, colonial rule and the independence of India in Lahiri’s text. Ashoke in turn never does try to sensitize Gogol and Sonia about Bengali literature, arts and culture or the fact that India had been colonized by the British for about 190 years. Most cultured educated Bengali diasporans would have almost invariably have tried to tell their children about Rabindranath Tagore by exposing them to Tagore’s translated writings, his songs and lyrical plays through readily available long playing records, a common techno commodity in the sixties and seventies. Also the family visits the Taj Mahal, it does not visit the internationally acclaimed Visva-Bharati at Santiniketan. After all, it is the only university in the world to have been founded by a poet and is regarded as a secular pilgrimage site for most educated Bengalis both resident and non-resident. Gogol and Sonia remain unaware of Tagore or the popular Bengali folktale “Thakurmar jhuli” among many other things, despite having to stay in Kolkata during Ashoke’s sabbatical leave.

As minors, Gogol and Sonia had no choice; wherever their parents went, they had to follow and the peculiar silence of their educated parents about very common Bengali cultural signifiers seems a bit odd. But again if read in the perspective, that the novel The Namesake is after all a text by a second generation Bengali American, the absence becomes not a flaw but a bullet point. The non-resident Bengali having receded far away from the place of original culture and would perhaps never be able to understand through rational questioning the iconic presence of Tagore or Bibhuti bushan Bandopadhyay in Bengali culture nor the enthusiasm for Karl Marx and Che Guevara, both intrinsically embedded in the cultural memory of the Bengali speaking people in South Asia.
Diasporic Narrative and the Place of Origin

After all, The Namesake is another diasporic novel about cultural negotiations, an excavation of roots, rootlessness, uprooting, re-rootings, tracking roots and routes to discover oneself at home in many homes in the world, despite a single or dual citizenship, a passport of a particular colour, a skin colour that cannot be changed easily like that of a chameleon. As Roger Bromley observed,

The transcultural and transnational narratives, texts of cultural translation, do not so much restore geography and the arbitrary, but, rather, open up again their conditions of possibility, a release, especially through women’s writing, from the ‘locked within boundaries’ of patriarchal hegemony - not by simple reversals, but through emergence texts of the third scenario: the indeterminacy of diasporic identities, the production of difference as the political and social definition of the historical present, the contemporary. (Bromley 73)

But Lahiri’s book could have been a brilliant device, introducing Bengalis and their culture to the world through the citing of a few timeless classics and grand narratives of Bengali culture. Strangely, Jhumpa does not mention a single Bengali author or for that matter a single Indian author in The Namesake. If Ashoke had read to his children a Bengali book as a bedtime book of tales or had even read translated sections of Niharajan Ray’s pathbreaking book of Bengali social history-Bangalir Itihas Adi Parva (History of the Bengali people ancient period), then Gogol and Sonali-Sonia would have been able to bridge the two cultures at least intellectually, if not emotionally.

The Bengali-Speaking People

Niharajan Ray’s impassioned lines in the Preface of his history of the Bengali people tracing his links with the land of his origin perhaps can sensitize the second generation immigrant about the ties that bind one to the place of one’s origin. The historian’s passion makes the scholarly narrative, not just a social document of Bengal but also a cultural manifesto of early Bengal- “when I began writing this book, Bengal was undivided and was a part of an unpartitioned India; now, when that writing is finished, the political leaders have subtly realized the partition of Bengal along with the severing of India’s most ancient bloodlinks...Nevertheless, whatever the wishes of the politicians, Bengal and the Bengali people are, historically, one and undivided... (Ray xv) Further Ray adds,

“My Bengal and its people are not to be found in the pages of ancient manuscripts; rather, they are inscribed on my heart. To me the ancient past is as alive and real as the immediate past. I have tried to represent in this book that real and living past and not some corpse.” (Ray xv)

Ray’s use of the possessive pronoun ‘My’ registers the emotional deep rootedness of the culture of one’s place of origin. This sense of proud possession is obviously absent in the psychic terrain of the children of first generation migrants. The place of origin for the second-generation immigrants is the engagement of aware tourists- intellectual engagement, emotional detachment.

In his foreword to Ray’s seminal book, the eminent historian Jadunath Sarkar observed, “there would have been much personal advantage for Niharajan had he written this work in English; his book would have had a wide circulation and his fame and reputation would have been far reaching. However, his choice not to write in English is evidence of his profound reverence and affection for Bengali language and literature” (Ray x)

In 1993, John W Hood, a Professor in the University of Melbourne undertook the translation of Ray’s text and thereby introduced Bengali regional history, society and culture to the world. Interestingly, Hood’s PhD dissertation was on the works of Ray, a prolific scholar who had written many books on Indian history, arts, fine arts and culture. This perhaps indicates the robust two-way flow of cross-cultural knowledge production and distribution.
In another relatively recent historical study of Bengal titled, History of the Bengali Speaking People (2001) Nitish Sengupta makes some interesting observations about the naming of the area that we know as Bengal. The observations also tell us that international encounters, cosmopolitanism, globalization and the politics of naming and unnaming had happened many centuries ago in the Indian sub-continent.

Thus in the light of the available historical evidence, it is easily established that the original name of Vanga referred only to East Bengal and not to the entire land loosely called Bengal. The western part of Bengal was called Gaur before the turko-Afghan invaders came in the 13th century. The words ‘Gaur’ and “Vanga” were at times used together, a practice that continued up to the 19th century. The name ‘Bengal’ came out of the expression ‘Bangala’ or ‘Vangla’ used for the country widely by chroniclers in Arabic and Persian from the 13th century onwards and gradually came to denote the entire province that stood between Bihar on the one hand and Kamrup on the other. It was this name which was adopted by the Portuguese as ‘bangala’ and subsequently by other European traders and lead to the name ‘Bengal’ and which gave its name to the Bay of Bengal to its South.” (Sengupta 8)

Interestingly again, the city of Calcutta was officially renamed ‘Kolkata’ from January 1, 2001. Protests by Anglophiles was as rampant as when Bombay was renamed Mumbai. Sukanta Chaudhuri commented on the renaming of Calcutta in his piece “On Naming Cities”:

“I do not see that the heavens will fall if the city is called Kolkata. The name does not itself, imply any good or bad effect on our human, cultural or economic life. It carries no message of doom, any more than of elation.” (Chaudhuri 227).

Chaudhuri’s pieces on the city of Calcutta were republished in a collection titled View From Calcutta and published in 2002, a year after the city was re-named Kolkata. After all, the Bengali language has used Kolkata as the name of the city in all its publications, and the occasional use of anglicized Calcutta instead of Kolkata in Bengali literary writing was inevitably to highlight anglophilism often with a satiric slant.

Naming and Namesake

If that is about the political and historical origins of the naming of the place and city of Gogol’s origin, then Gogol’s rather dismissive and radical prescription about choosing one’s own personal name in the concluding section of the novel is significant:

“there’s no such thing as a perfect name. I think human beings should be allowed to name themselves when they turn eighteen...until then, pronouns (245)

Cultural anthropologists have studied the basic human urges in all cultures about naming of children and have identified this urge as a cultural universal:

“Research has failed to reveal a single society which does not bestow personal names upon its members.

Apparently, names and the process through which names are given are considered to be important to humankind.” (Bengal Studies 88). Consequently, first names, pet names and last names are the DNA of the social organism called community. Just a strand of letters carries an incredible amount of vital information in terms of a person’s social heredity; from a single word, it is often possible to determine a person’s gender, education level, social and economic status, language, religious preference, sense of aesthetics and values, political inclinations, nationality, age (in terms of historic period), and sometimes even birth sequence. Like DNA, “names not only reflect the inheritance of the past, but in a general sense, they map out expectations and possibilities of the future” (Bengal Studies 90).
The problem of naming seems to sum up the ambivalence of identity. The absence of a name is the point of potentiality at which the diasporic subject can be either recognised as cut adrift, absent from the nation, or launched into the possibility of new life. Gogol is the name that invokes a past of great meaning to the father, one he refuses to or fails to share with his son. But it is a meaning that refuses to invoke a tradition, a culture, a shared identity. When the boy begins school the parents want his official name to be Nikhil, but Gogol knows himself a Gogol and that becomes his official given name. But the growing boy’s dissatisfaction with the name he had preferred as a child, as he discovers the history of the name, leads to his renaming himself in a way that will announce his individuality, his belonging to the present of American culture. But the name he chooses is the traditional name originally given to him by his parents. The ambivalence of Nikhil’s identity creates ambivalence in the book. Is it pessimistic? Is Nikhil confused? Is this the indication of homelessness and loss? The name he chooses as the signifier of his emergence into home is the very signifier that confirms his connection to the past. But it is a past he has reconstructed by choosing a name. The past thus becomes the medium of transformation, the medium of the future.

Nikhil’s name is predicated on an unnaming and in this sense the name itself can be seen to embody the continual potentiality for unnaming. Names are those signs which identity in an apparently absolute fixity. The name is not just the subject, but also the subject’s fixity in family, nation and ethnicity. The Name stands for the illusion of an irreducible identity that locates this particular subject, this particular subjectivity and no other. But when the name is imbricated with unnaming, when the sign is both the name and the unnaming, it invests the subject with an absolute potentiality that is the potentiality of subjectivity itself. This potentiality is paradoxically represented in the choice of the name that has been chosen. It is the transformation of the past into the future as an absolute potentiality.

The name in this narrative cannot help becoming a metaphor for subjectivity, but it does so by implicating the productive and significatory operation of memory. Memory is that medium in which utopia can either dissolve into nostalgia or become the mode of transformation. Memory is the smooth space that flows through and around the striated space of history, the space of the nation state and all structures of fixed identity. Ironically, memory, through the medium of literature, becomes the vehicle of potentiality rather than stasis. This is the potentiality of return, when the past adumbrates a future that transforms the present. This space of transformation, this space of literature, is the smooth space of the transnation (Sen& Chakravarti 20-22) (Published in Narrating the (Trans) Nation: The Dialectic of Culture and Identity ed, Sen and Chakravarti, Kolkata: Dasgupta & Co Pvt Ltd., 2008)

In an article on Shakespeare and its relevance in modern times the critic reads Gogol’s preferred first name Nikhil as an anagram of Nikolai, (obviously inspired by Nikolai Gogol) apart from the fact that the intended anagram is to all purposes a flawed anagram and its positioning in the essay that deals with an entirely unrelated subject is irrelevant. See Sengupta, Samrat “Hauntology: Shakespeare and the Predicament of Modern man” in Journal of Humanities and Social Sciences 141-149, No 4, Oct 2007

Works Cited

"கலலை விளைநாட்டில் கையிலுள்ள குழுக்கள்"

பாதுகாக்குதல்


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"தானியாளருக்கு உதவமாக உள்ள கருத்தள்ளல் பதிக்கலாம் நூற்றண்டுகள் நூற்றூர்கள் செக்குக்கு சென்று குறித்து "கட்டுவான்" என்று அராணி விளக்கம். குறித்து அவர்கள் குறித்து குறித்து குறித்து நூற்றூர்கள் செக்குக்கு சென்று குறித்து."

"சிற்று குறித்துக் கோளையம் - குறித்து சென்றுபடுந்து கோளையம் பாதுகாப்பு குறித்து" - (ம.ம.0.10)

"சிற்று குறித்து கோளையம் - குறித்து சென்று பாதுகாப்பு குறித்து" - (ம. ப.0.10)

சென்று பாதுகாப்பு கோளையம் - குறித்து சென்று குறித்து பாதுகாப்பு குறித்து. பாதுகாப்பு கோளையம் - குறித்து சென்று பாதுகாப்பு குறித்து. பாதுகாப்பு கோளையம் - குறித்து சென்று பாதுகாப்பு குறித்து.

"சிற்று குறித்து கோளையம் - குறித்து சென்று பாதுகாப்பு குறித்து" - (ம.ம.0.10)

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"சிற்று குறித்து கோளையம் - குறித்து சென்று பாதுகாப்பு குறித்து" - (ம.ம.0.10)

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தமிழ் மொழியில் சொல்லப்பட்ட வரலாற்றுக்கு அடையாளம் அவர்கள் பிற்பகுதியில் அறிவுற்று விளக்கம் முறையே ஒலிப்பாட்டு தமிழ் மொழியில் அறிவுற்று விளக்கம் முறையே ஒலிப்பாட்டு  

1. காப்பாட்டு பார்வை - காப்பாட்டு பார்வை.  
2. சுருக்கமாக்கும் - சுருக்கமாக்கும்.  
3. இன்யூலேண்டங்கள் - இன்யூலேண்டங்கள்  
4. கூட்டுக்கை - கூட்டு கூட்டுக்கை  
5. விளக்கமாக்கும் - விளக்கமாக்கும்  
6. தமிழ் தமிழ் - தமிழ் தமிழ்  
7. விளக்கமாக்கும் - விளக்கமாக்கும்  
8. முனைகள் - முனை முனைகள்  
9. காப்பாட்டு - காப்பாட்டு
SALMAN RUSHDIE’S *MIDNIGHT’S CHILDREN*: CONNECTION BETWEEN MAGICAL REALISM AND POSTCOLONIAL ISSUES

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Abstract

*Midnight’s Children* is the story of Saleem Sinai, the narrator, whose birth parallels the emergence of independent India. By the apt use of magical realism, he narrates his life story and relates it to the national history of India. Rushdie uses the magical realist technique to talk about the postcolonial people of India, and different postcolonial issues. Instead of using realist technique, he employs this particular technique to expose and comment on different social and political problems a newly independent country like India has to encounter. Here, magic has been considered a regional alternative and a protest to the Eurocentric categorization of the world. It is used to reinterpret the colonial version of history and provide an alternative and nativized version.

**Key Words**: Magical realism, postcolonialism, Hybridity, Identity crisis.

Introduction

Salman Rushdie is one of the writers, who emerged in 1980s with a new form of expression and technical innovation. His ‘Booker Prize’ winning novel *Midnight’s Children* is often associated with different categories of literary fiction, which include postmodern fiction, postcolonial novel, historical novel, and, most importantly, magical realism. Various characters in the story are gifted with magical power, and the most important of them is the narrator Saleem Sinai. In this novel, both the magical and the realistic world exist simultaneously and promote a complex viewpoint of truth and history referring to the social, political, cultural, and military histories of India and Pakistan, and in this regard magical realism helps to achieve the social and political domination. This novel falls within the frame-work of postcolonialism as it reflects the life of the people of Indian subcontinent in both pre and post-independence era. *Midnight’s Children* recounts the history of India’s journey from British colonialism to independence.

By using magical realist technique, postcolonial writers can challenge realistic narrative and can put an alternative reality and in this sense, there is a bridge between postcolonialism and magical realism. The aim of the paper is to show that in *Midnight’s Children*, magical realism is used within the postcolonial structure and to handle the postcolonial issues. The paper will mainly focus on different postcolonial issues: identity problems, hybridity, reinterpretation of the imperial version of history and emergence of a new colonial and postcolonial history, creation of one’s own story, and so on, and will show that, these postcolonial issues are dealt with and explained by the apt use of magical realism. Last but not least, the paper will show that magical realism is used as a tool to criticize the political condition of India.

The term magic realism was coined by German art critic Franz Roh in 1925 to describe a tendency in German painting which demonstrated an altered reality (Bowers, 2004, p. 8). Later it was used by Venezuelan Arturo Uslar-Pietri do describe the works of Latin American writers like Gabriel Garcia Marquez and Carlos Fuentes. Magic realism is now considered an artistic genre where realistic elements appear in a magical setting. The term is associated with putting magical or supernatural events into realistic narrative without suspecting the improbability of these events. Although it will be quite unfair to say that magical realism is particularly Latin American, the fame of Latin American magical realism has inspired its adaptation by many writers globally. Magical realism is the very opposite to what is called the absolutist and the traditional. Writers like Rushdie have used this technique to open up new opportunities, varieties and wonders as metaphors from the issues they focus on, e.g., celebration of
plurality, identity crisis, multi-culturalism, and hope for a new nation. Through magical events writers can find new viewpoints, can open new windows through which they can see the world differently. These magical events take place in a real world and through which the stories remain intimate, not unbelievable. Magical realist works are not mere fantasies that can be dismissed; they refuse to be tied by the restrictions of real life rather help us see and think differently of the ordinary events or issues we come across daily.

**Magical Realism: Affiliation with Postcolonialism**

It is a common perception that magical realist fictions are often set in rural areas "but some politically motivated writers like Salman Rushdie have set their magical realist novels in big cities which are under political and social tension” (Bowers, 2004, p. 32). According to Carpentier's and other postcolonial interpretations of the mode, magic realism is associated with non-western cultures which could not be approached with a typical western mentality because magic realist works are full of exotic magic, myth, and grotesque elements. This use of magic has been considered a regional alternative and a protest to the Eurocentric categorization of the world. The direct allusions to history and the history of the margins have strengthened the postcolonial identity for magic realism.

Stephen Slemon (1995) has contributed largely to the connection between magical realism and postcolonialism by presenting magical realism as an instrument to undermine western concept of stability. In the article “Magic Realism as a Postcolonial Discourse”, he emphasizes the function of magic realism as the weapon of the “silenced, marginalized, disposed voices” in their fight against “inherited notions of imperial history” (p. 15). According to Slemon, it is an instrument to address social and political issues while turning away from the western style of narration and literary tradition, and thus asserting own sense of identity. Magic realism is not only a simple attempt to see and explain the world in a different way but also a strong protest against the social, cultural and political hegemony of imperial thought.

**Midnight’s Children: Magical Realism and Postcolonial Issues**

*Midnight’s Children* recounts the history of India’s transition from British colonialism to independence. The whole story is expressed through various characters gifted with magical powers. The narrator of the story is Saleem Sinai who willingly tells his family history to the reader and to his lonely listener, Padma. In describing his grandparents’ personal history, he mixes Indian history with his own narrative. Saleem’s arrival in the world in midnight August 19, 1947 parallels the birth of independent India which gained its independence from British power. The novel creates a symbolic reading of Saleem’s character by supporting his narrative to the narrative of a new born nation, India. “I had been mysteriously handcuffed to history, my destinies indissolubly chained to those of my country. For the next three decades there was to be no escape” (Rushdie, 2006, p. 9). “At a simple level, the novel is the story of Saleem Sinai, and, at a deep level, the story of his country where Saleem is important as an individual, a representative of Independence and a literary mechanism” (Goonetilleke, 1998, p. 21). Saleem hints that when his body falls apart, he will crumble into 630 million pieces, the total number of India’s population. His story is written for his son who, like his father, is both tied and supernaturally gifted by history.

The mixture of the fantastic and the normal is an important aspect of magical realism. In the starting of the novel, the passage which deals with Saleem’s grandfather in Kashmir is a wonderful example of blending the magical and the real elements. In one spring of 1915, Saleem’s grandfather Aadam Aziz hits the ground while praying and three drops of blood fall from his nose and turn into
rubies; his tears become solid like diamonds. In a magical realist text, we find the conflict between the world of fantasy and the reality, and each world works for creating a fictional world from the other; in *Midnight's Children* through the magical, the realistic creates its voice and makes it heard. Rushdie has used magical realist elements by mixing the real and the fantastic, twisting time, and by including myth and folklore. His magic realism has its origin more in the inner and psychological worlds, inner conflicts, moment of uncertainty, the style of storytelling of the unreliable narrator, and less in the beliefs, rituals and illusions of people as a whole.

Another appearance of magical realism in the novel is the character of Tai, the boatman, particularly, Tai’s claim to being of great antiquity. He claims himself so old that he has “watched the mountains being born” and “seen emperors die” (Rushdie, 2006, p. 13); he also says that he “saw that Isa, that Christ, when he came to Kashmir” (p. 13). The reason why Rushdie had shown such impossible longevity of Tai is that he wanted Tai to represent old and pre-colonial India. Milan Abdullah, a political figure before independence, has the strange trait of humming without any interruption, which has sharp and high pitch and which causes a certain effects on people surrounding him. In one incident, his humming causes the glass windows of the room fall down. Later in the story, we also come across the fantastical events like the 1001 midnight’s children with various magical gifts; Tai Bibi, the whore, who claims to be 512 years old, and who can assume the body odor of any person; Saleem’s mother’s fear of getting a child who will have cauliflower in its head instead of brain.

Wendy B. Faris (1995) says that “in several instances, magical realist texts are written in reaction to the totalitarian regimes” (p. 179) and that “Rushdie writes *Midnight’s Children* in opposition to Mrs. Gandhi’s autocratic rule” (p. 180). These remarks hint to the fact that magical realism is an alternative way of saying more than what can be said in a direct manner. “Through magical realism one can discuss reality without actually discussing it and what the author cannot say directly can be said by an unreliable narrator like Saleem who is the liminal space of the meeting of magic and realism” (Gardner, 2012, p. 49). The harshness of reality is questioned and challenged by the lightheartedness of magical and fantastic elements, and through this contrast the horrible truth of the reality is emphasized. In discussing narrative choice of magical realism it is important that along with the serious side of the literary method there is also a funny and playful side which requires specialized audience.

Saleem uses magical realism, with its blending of mythology, realism, fantastic elements, and history, to tell his story, and this remains the most effective way for him to continue his story and to express his position as a postcolonial Indian citizen. Magic and references to ancient myth control and structure the narrative but instead of fossilizing it in past they are well-established in the contemporary history. The novel’s major themes, the creation and telling of history, identity and stories arise through the structured hybridity of magical realism and without magical realism it would be extremely difficult to connect these free themes, along with the discussion of the problems of postcoloniality. *Midnight’s Children* uses the technique of magical realism to solve the problems of postcoloniality because people would like to create their own identities, histories, stories, beliefs, customs, and tradition, and to share them with others. The novel focuses on Saleem’s personal and familial events and by doing so it actually discovers Indian historical events; Saleem’s birth, growth, development, and destruction are India’s. The midnight’s children conference, in many ways, reflects the issues the newly independent India faced regarding the social, cultural, political and religious differences. The novel makes the historical events less powerful and put it in background by emphasizing personal and familial events, and also by using humor. By putting aside these historical events, the novel wrestles with British power over India, Indians’ sense of identity through independence, and the consequences of this long desired independence. The novel also shows how the postcolonial people invent their own historical narrative
by getting away from colonial narratives. They do it by emphasizing personal and familial histories and by using humor in depicting these histories.

The Indian sub-continent is associated with concepts of multiplicity, hybridity, and plurality. It is quite difficult and, to some extent, impossible to define a diverse country like India by a homogeneous and authentic national identity. Having people from different culture and languages, India is defined by its diversity, and people from different religion further pluralize the identity of the nation. Rushdie (1991) avoids the concept of a homogenous Indian culture and in his *Imaginary Homelands: Essays and Criticism 1981-1991*, he says, “‘My’ India has always been based on ideas of multiplicity, pluralism, hybridity....to my mind, the defining image of India is the crowd, and a crowd is by its very nature superabundant, heterogeneous, and many things at once” (p. 32). The midnight’s children’s conference is a model for pluralism, and evidence to the prospective power innate within coexisting diversity, which is a natural and definitive element of Indian culture. Saleem’s relationship with the midnight’s children clearly shows the multiplicity and diversity of India, and once again it is done by using magic realism:

For the sake of their privacy, I am refusing to distinguish the voices from one another. For one thing, my narrative could not cope with five hundred and eighty-one-fully-rounded personalities; for another, the children, despite their wondrously discrete and varied gifts, remained, to my mind, a sort of many headed monster, speaking in the myriad tongues of Babel; they were the very essence of multiplicity.

The multiplicity and plurality is a dominant theme in *Midnight’s Children*, and is also what Saleem refers to when he says that there are many versions of India as Indians.

Hybridity plays an important role in *Midnight’s Children* because every aspect of the novel is filled by blending different elements and characteristics. “Besides the use of hybridity, the novel also uses humor which allows exploration of Indian history and postcoloniality” (Bouse, 2009, p. 3). It permits the novel to create its own identity instead of forcing it to be a mere chronicle of history. It will be really easy to understand the difficulties associated with postcoloniality and postcoloniality itself if someone understands the novel from the perspective of hybridity. Saleem’s telepathic power of communication with other midnight’s children from different parts of India shows how magical realism allows Indians to share the thoughts, desires, aspirations, and dreams of a nation. “The novel employs the formal technique of magical realism, through myth and historical events, and Rushdie simultaneously represents ordinary events alongside fantastic elements” (Abrams, 2005, p. 203). These midnight’s children give voice to an entire subcontinent, and this postcolonial narrative is only possible with the supernatural power of magical realism to connect postcolonial citizens and let them communicate together. Saleem, who struggles for personal identity, becomes a symbolic counterpart to India, which struggles to reunite its multiple nationhoods in post-independence period; his life becomes a microcosm of post-independent India. After the loss of telepathic power, Saleem gains another as his huge nose starts smelling emotions and intentions. From these events and ideas emerge fantasy so complex, and the novel remains a constant investigation of the relations between order, reality, and fantasy. Because of having so many lives within him, it is very difficult for him to narrate his personal story and he feels that, like India, he must reconcile his multiple identities in order to narrate himself. He says,

“There are so many stories to tell, too many, such an excess of intertwined lives events miracle places rumors [...] I have been the swallower of lives; and to know me, just the one of me, you’ll have to swallow the lot as well. Consumed multitudes are jostling and shoving inside me.” (Rushdie, 2006, p. 9)
Saleem’s struggle with self-identity lies in what Rushdie has called “multiple rooting” which leads to multiple identities (Miller, 2006, p. 46). He was switched by the nurse at his birth and was raised by parents who are not biologically his own. When his parents came to know his true identity, they let him leave with his uncle Hanif and aunt Pia for quite a long period of time, and later he moved to Pakistan with his parents. Like Rushdie who is a product of multiple nations, Saleem must find his true identity by going through his multiple identities. These references to his multiple parentages relate to the fragmentation of identity and memory. The loss of the reference to the identity of the characters in the novel is also seen when Saleem’s grandfather finds it difficult to identify himself after the independence when Pakistan and India start a war over Kashmir. Saleem is looking for the whole and the search for the whole can be admitted as finding what will make up his identity. His magic realist physical fracture is also a criticism of the sufferings of identity fragmentation which arises from mixing both the foreign and native cultures. As Saleem is well aware of the link between his life and that of India, he tries to understand his country’s colonial past, concentrates on its independent present, and also tries to come to term with his as well as India’s postcolonial identity.

The midnight’s children are like a magical realist device which highlights the persistent struggle to reconcile with identity within the polarities of the postcolonial. By virtue of their birth they are “children of the times” and magical creations as well. In the novel the characters give their own and more accurate version of history through the magical realist framework but, most importantly, it is not a stylistic device employed by Rushdie rather an innovation to express clearly India’s new concept of postcoloniality and the new problems and struggle associated with Indian postcoloniality. To assert own identity and demonstrate a new Indian postcoloniality, it becomes necessary to write in a new manner to communicate with colonial and postcolonial society. In this novel, it is also a method to refute any kind of hegemonic account of the former colonizer, namely the British. In an interview, Rushdie explains that “Midnight’s Children was partly conceived as an opportunity to break away from the manner in which India has been written about in English” (Kanaganayakam, 2002, p. 171). In order to describe any former colony like India, realism technique is used which gives a minute, accurate and truthful account; however, magical realism upholds the view that it is not possible to present the whole picture with one version of history. It refuses the concept of an absolute truth and a singular version of reality, and thus allows for the possibility of many truths to exist simultaneously. If the novel is a space of dialogues, then magical realism with the blending of genres, cultures, traditions, and ideologies explores the space through clashes and adjustments between trends. In this trend, the rational and absurd neither destroy each other nor fill separate spaces. When magical events take place, they do not escape from history to fantastic rather provide a more critical look at events.

In the novel, the characters get in touch with each other, become socially hybridized, and they alter and change. Through these changes in relationships and the changes in the characters, the novel describes the communal shifts or diversity and the historical changes. The midnight’s children communicate with one other freely by using their magical power, and are able to discuss their gifts and talents; their relationships change when they become aware of their parents’ social, traditional, and religious belief. The novel presents a multitude of characters and let them tell their own story; through these diverse voices of different characters a new colonial and postcolonial history arises which has never been heard in the imperial India. These Indian characters want to reinterpret British imperial version of Indian history and go on to write their own history. Saleem blends his family history with Indian history and links both the histories to his present moment and issues. The parallel narration of his familial and Indian history helps him assert his power as a postcolonial citizen, and India’s power and history as a postcolonial nation.
Saleem communicates with other midnight’s children by using his “magical power” of telepathy. Being a Muslim his relationship with Shiva and Parvati, who are Hindus, demonstrates the mixing of religious and cultural mythologies which exists in India. Rushdie’s use of magical realism allows Saleem to blend narratives from different cultures. He skillfully uses his own family history with the religious, cultural, literary, and mythological figures from Hindu religion, Arabian love story, Western literature, and Hollywood movies and superstars to mark his narrative in the story by describing how the car which Homi drove fast to meet Lila was the same Studebaker in which his mother had once rushed to the clinic of Dr. Narlikar. “Through magical realism the novel provides a more accurate and vivid images of events by combining the characters, their personal histories, and mythologies and histories of various culture” (Bounce, 2009, p. 27).

In order to gain knowledge Saleem likes the idea of entering into other people’s minds which is a magical and supernatural idea. Saleem’s fascination to enter other people’s mind derives from his desire to create his own universe, his own narrative. His attempts to combine events like sports, films, daily affairs reverberate the formal technique of magical realism. His desire of creating and telling one’s own story also marks the novel’s use of magical realism to create postcolonial identities and alternative histories. Not only do the magic and Indian histories co-exist, but it is through the lens of magical realism the writer deconstructs the historical events. Events such as the nationalist propaganda, the state of emergency declared by the Prime Minister India Gandhi, the war between Pakistan and Bangladesh (East Pakistan) where India helped Bangladesh win the war, are all recounted through the magical realist lens. It also provides a suitable and favorable ground for Rushdie to severely criticize the political life in the country. The magical realist dimension is instrumental in Rushdie’s deconstruction of history as a colossal and reliable body of knowledge, and criticism of political leaders’ attempt to appropriate truth so as to serve their interests. Saleem’s telepathic association with other midnight’s children introduces him with a world totally isolated from his family and friends, and makes him aware of the multi-layered realities of a postcolonial country and its people. Young Saleem discovers the difference in the experience of people from different parts of the country and from different social status. Because of Saleem’s supernatural ability to peep into the mind of other people, what he calls “mind-hopping”, he has the chance to touch on a variety of social and political issues and reveal the problems, a newly independent country can encounter. Saleem’s description that “At one time I was a landlord in Uttar Pradesh...I ordered serfs to set my surplus grain on fire...at another moment I was starving to death in Orissa” (Rushdie, 2006, p. 240) reveals the contrasting images of richness and poverty; one has abundant of foods and he wants to destroy the surplus one, and in another place people do not have enough foods and they are starving to death. It is a criticism of the government and their failure to ensure equality among people. There is also reference to the politicians who want to get power even by bribing individuals. Instead of describing these discrimination, inequality, corruption and greed in a direct and realistic way, Rushdie reveals them through Saleem’s magical power of peeping into other people’s minds and thus makes it more effective and convincing.

The criticism of the practices of the Indian government during the Emergency is given through magical realism. It emphasizes not only the injustices of the government but also the handling of the facts through nationalist discourse. During the period of emergency from 1974-1977, many detrimental and oppressive actions were taken, and many certain citizen rights were curtailed in the name of the nation. Rushdie fictionalizes all those events, and the criticism of the national struggle and problem of the nation is promoted through the framework of magical realism. By using magic realism, Saleem not only tries to expose the political violence of India but also gives a strong assessment of his involvement with the history of India; for example, the room in which he was born was saffron and green in color,
which symbolized the colors of Indian flag. Some of the magical events of the book arise from Saleem’s preference for memory’s truth over established facts. His description of the Emergency in disguise of a six hundred and thirty five day long midnight is not factually and historically accurate but from his perspective it is very appropriate as the Emergency is, for sure, a tedious, cruel, and painful period of gloom for his body and soul. The image is also an appropriate metaphor for the state of India during this period. Rushdie deliberately made a mistake in the accuracy of historical events and a sort of negative reaction to the novel emerged out of the misunderstanding the fact: the date of the assassination of Mahatma Gandhi being one of them. These mistakes do not result from emphasizing more the magical aspect of the novel to weaken the realistic side of it; they are used to disturb factual world in the realm of history. In an article entitled “Imaginary Homelands: ‘Errata’ the Riddle of Midnig ht”, Rushdie, referring to the criticism, says “My India was just that, ‘my’ India, a version and no m ore than one version of all the hundreds of millions of possible versions. I tried to make it as imaginatively true as I could, but imaginative truth is simultaneously true and suspect” (Rushdie, 1991, p. 10). Even the narrator Saleem becomes doubtful of what he is recording in writing. He says,

Re-reading my work, I have discovered an error in chronology. The assassination of Mahatma Gandhi occurs, in these pages, on the wrong date. But I cannot say, now, what the actual sequence of events might have been; in my India, Gandhi will continue to die at the wrong time (Rushdie, 2006, p. 229-230).

When he is aware of the mistake, he wants to correct it but in spite of his efforts his memory refuses to alter the events. Here, the wall between the fantastic world and the rational one become indivisible, and history, myth, memory, and imagination are all shown to contribute to the narrative of Saleem.

Conclusion

Midnight’s Children is the story of postcolonial India where the narrator Saleem Sinai is presented as the microcosm of Independent India. Here, the personal events of Saleem are paralleled with the national events which are done by the apt use of magical realism. Instead of giving a realistic depiction of India through realism, the novel mixes fantastic and real elements. In dealing with different postcolonial issues like hybridity and identity crisis Rushdie has relied on magical realism. The novel explains the problems of postcoloniality, the difficulties in searching one’s own history and finding own identity. Magical realism in this novel is a counter-technique to the Eurocentric realistic tradition. Here, we find the story of a postcolonial India not from the perspective of the colonizers but from the natives who have reinterpreted the imperial version of history and told their own history by mixing reality and fantasy, comedy and tragedy, happiness and sorrow, and everything is done by the formal technique of magical realism. Instead of showing the social and political problems of a newly independent nation directly, Rushdie has relied on the mind hopping power of his narrator. To wrap up, it can be said clearly that in Midnight’s Children, there are different postcolonial issues and these issues are described, interpreted and analyzed by the magical realist technique.

Works Cited


MICROLITHIC CULTURE OF PANDYA COUNTRY

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Introduction

Microlithics is formed from the Greek work ‘mikros’ – small and ‘lithos’ – stone. Tiny tools made on fine – grained stones like quartz chalcedony, Jasper, agate, carination and chart on the basis of shape, are classified into two categories: non – geometric marked out by trapezes and triangles. Available evidence indicates that the former category might be earlier, going back to above 6000 B.C.E. The term ‘Microlithic’ is applied to hunter fisher people of the neothermal period during which the geography of the world as we know it today began to take shape. This article is one of the segment of Ph.D Research work carried out by the author limits only the microlithic culture of Pandya Country.

Microlithic Culture

In Tamilnadu the surface exploration, particularly in the districts of Madurai, Ramanathapuram and Tirunelveli in general revealed several Microlithic sites yielding tools similar to late Stone Age assemblage. Tool repertoire of the explored materials comprised varieties of points, blades, burins, crescents, scrapers, flakes, arrow – heads, etc., Material used in the manufacture of these tools is quite often quartz and other siliceous stones although crystal has also been sparingly used. In some places, along with the tools some pottery was also found. Material for the tools mainly quartz with sporadic use of crystal and chalcedony. In the tool assemblage, points asymmetrical and symmetrical predominate. Varieties of scrapers, lunates, and awls petit Tranches micro brings are also present. K.V. Raman Superintending Archaeologist, Southern Circle, Archeological Survey of India explored the villages in Madurai district and discovered an extensive site yielding tools of what may be called an advanced stage of series II made on fine grained stones like Jasper chalcedony, etc. But that as it may be the only reliable evidence about the Microlithic of Tamilnadu comes from the artifacts collected from the teris of Tirunelveli and Ramanathapuram, Madurai, which have been studied with greater attention to climate and chronology.

Date of Microlithics

The Microlithic Age of Tamilnadu possesses unique features which proclaim a very deep antiquity for this culture. This culture is characterized by Microlithic industries with the use of tiny implements ranging from ½ to 2 cm. in length and made usually of fine grained siliceous stone like chart. Chalcedony jasper and quartz the implements being fashioned from thin blades removed from cores by punch method. The tool-kit includes non-geometric blades, scrapers, points and lunates and the geometric trapezes and triangles, the latter considered as being later in date than the non – geometric. These industries occur in a vaster region almost throughout Tamilnadu. It is during this period that man penetrated probably for the first time to southern parts of Tamilnadu. In the sites are located on high grounds in Chingleput and Pudukottai districts. Excavations reveal the occurrence of Microlithic industries in the latest deposit sites in Ramnad, Tirunelveli, Madurai districts.

Life – Style of the People

In the traditional period from the Microlithic age or Microlithic culture hunting was still continued as the chief means of livelihood. Agriculture was unknown, various kinds of new implements came in to use, and the technique of making them was also different. On the basis of the Stone Age implements the
Microlithic industry has been discovered from Pandya Country. They had occupied perhaps temporarily elevated areas sand dunes formed during the previous dry period and which enclosed on three sides small inundation lakes. They eked out their living by hunting and fishing. The hunter fisher's love for the chase is also attested to by their long, slender body, particularly long thin legs. Among the few ornaments are round flat beads and beads of dandelion shell, the latter showing contact direct or otherwise with the sea coast. Whatever the economic and cultural stage, they had some idea of life after death, for the dead were buried in a highly flexed posture, usually in north south direction. Physically or racially they were fairly tall with long head, slightly protruding lower lip. The teris of South India might belong to a still earlier period within the Microlithic as indicated by the geological deposit in which they lie and the tool types.

Dwelling

This too has a strong in the dune dwellers of Tirunelveli. One suspects that swamp needs, reptiles and amphibians, fish and the marsh birds were all grist for their economic mills. In land in the high terraces of rivers and amid the hills and plains of the plateau, rock shelters and graves were important as shelters as but seemingly more for smaller groups than for the coastal or lagoon dwellers. The hills and the river banks were the locations of the settlements of Microlithic tool using people. We might leaning as the shelters for large communities of the people who gathered their principal sustenance by hunting animals of the rivers and lakes of the region. There is a strong suggestion that closeness to the lakes and marshes was important to the food gathering abilities of this time. The Late Stone Age Stage had hunting and fishing economy of a comparatively modest scale but the habitat of the people were strikingly varied. While some of them preferred to live in natural caves and rock shelters, others adopted all sorts of environments except thickly forested areas, where their simple composite tool of Microlithics would not have been all that effective.

Food

The Microlithic people provided for the potential of food production. But it should be emphasized that it was the technological capability for food production only that was a diffused. But this knowledge can be obtained only by a sustained well-planned project in which the archaeologist and a botanist, for the people who had so many chulahs must have been partially depended on the natural vegetable food.

Industry

Generally Microlithics are found with or without pottery from surface levels along the hillsides, as also in certain geological deposits. Some of the tools could have been hafted to handles and used. These Microliths in later phases are found in association with some quantities of pottery, which is of course a coarse variety with a medium fabric and hand made. The main group of Microlithic sites in Tamilnadu lies near the east coast in the Tuticorin and Tiruchendur taluks in the Tirunelveli and Madurai district, they are called teris sites on account of their close association with the large teris or fossil red sand dunes of the region. The Microlithic, from the teris sites are of high antiquity and bear a red stain. The chronological position of the Microlithic industries, becomes clear. The problems of determining the place character and distribution of these industries are difficult in themselves, but the matter is further complicated by a tendency to call any small stone artifact “Microlithic” and thus by implication to relate it to the particular tradition, which seems to lie chronologically after Indian middle Stone Age and before the advent of food production.
Animals

Archaeologists have recognized a phase in which men lived by hunting and fishing with the aid of implements of bone and flint, the latter often of minute size for use as fish throttles or set in bone as composite tools. Pottery was added as time went on and the hunter's equipment was supplemented by the domestic dog, including sheep or goat, large cattle, deer, pig, horse and possible rhinoceros, indicate both pastoralism and hunting as sources of supply. The presence of the horse is noteworthy. It appears from the large quantities of cut animal bones found in their habitation that these animals—cow, ox, nilgai, mongoose and small burrowing ones like squirrel, rats, mice, tortoise and fish were brought and cut up in their camps.

Drawings

Show animals of many kinds, including deer or antelope, wild pig, rhinoceros, elephant, buffalo, humped cattle and monkeys, the majority of which are clearly wild species, but a minority chiefly cattle might be either wild or domestic. Then there are human figures sometimes together with animals in hunting scenes and other large compositions and sometimes alone or in groups and finally there are objects and designs less easily identified.

Regarding the material culture of the users of the Microlithics, it may be said that since the industry was slightly later in date when compared to similar industries in other parts of the world and found late times in association with the Neolithic cultures as at Madurai, Ramanathapuram and Tirunelveli, it had no independent cultural traits except with reference to the typology and technology of the tools concerned. Wide distribution of Microlithic sites and the large number of Microlithics collected from these sites would suggest high population. The tiny tools like the arrowheads worked points and the like show that hunting and fishing were extensively practiced by the Microlithic people.

Disposal of the Dead

The general orientation of the dead in the grave was northwest to southeast, the head being towards the northwest. The grave was devoid of any offering.

Tools

The tools fall into arrow-heads, majority of which are tanged, double or single shouldered points, borers, burins, lunates, varieties of scrapers, blades, blade-flakes, flakes, asymmetrical and fluted cores, etc. Points are usually made on cores, slight trimming and retouch are noticed. Borers are of cores and bladders latter being used frequently. The burins are absent, they are made on core and blades. Burins on blades are more in humbler. Lunates have blunted backs and are made of chalcedony, cores, blades and blade-flakes are utilized in making this type of tool. These tools also show use-marks. Blades, blade-flakes and cores have been utilized for making side and end scrapers. For hollow scrapers blade-flakes and flat pieces of stones appear to have been made use of here too, the notched working edge is retouched. Blades are both single and double ridged, the former being more. The ridges are not parallel. Blades have not been retouched but majority of them show use marks.

An analysis of the tool types from the different sites in the Madurai, Ramanad and Tirunelveli region gives an interesting result. Thus it has been an essentially red ware culture site, the Microlithics obtained are comparable to the Late Stone Age tool types. A full-fledged Microlithic type culture flourished near the very tip of India in the Tirunelveli region of Tamilnadu. The tool types include lunates, points borers, burins and scrapers and of course a variety of cores, fluted and otherwise as well as blades. The bulk of the tools are inch or less in size. An off – find was a stone in association with
the Microliths that because of its having a pitted depression one side suggested to the excavator that it might be an anvil.

**Tools and Types**

Microlithic tool making technique basically involves of blades and detaching series of thin parallel bordered blades man by experiments have been conducted to understand the mechanism of blade production and these have amply demonstrated that thin blades with regular and parallel borders can be detached only by pressure flaking technique.

**Blade**

Tixier (1963) attempted to define blade in his Microlithic study. According to him, all flakes possessing the following three important and determining features should be morphologically identified as blades. Length or more than twice the width length of more than 5 cm. and width of more than 12 mm. It is recommended to be called a blade let. This definition obviously had a degree of arbitrary delimitation, but it really does not matter as a is only aimed to lay down a standard meaning of the words used that is along with the fact of its length being equal to or more than twice the width, the lateral of such a flake has also to be parallel.

**Core**

Cores are most abundant artifacts found in any Microlithic assemblages after blades. These are mostly cylindrical in shape though some amorphous shapes are also known. Fluting marks along their length characterize them as blade cores or fluted cores very often a striking platform prepared with one or two horizontal blows are visible at the broader end of the core while the opposite end is usually a little narrower. A natural boulder or pebble of suitable length is chosen and along one of its surfaces several primary flakes are removed from two directions so that the scars intersect to form a ridge along the length of the core. The subsequent series of blades can always find a ridge between two fluted grooves and thus a large number of blades can always find a ridge between two fluted grooves and thus a large number of blades of the same length can be taken out. Sometimes fresh platforms are prepared to take out a fresh series of blades from a changed direction if the chosen core is found suitable for it. Such cores is found ‘double’ or ‘multiple’ ‘blade cores’.

**Retouched Blades**

Since both the words ‘retouch’ and ‘blades’ stand well defined it is not difficult to identify this type. The retouching can be so varied that many sub types had to be enunciated. The most usual is the normal steep retouch on blunting. Besides, this a very thin Microscopic retouch along the border characterizes many industries. The retouching can be along one or two borders or even at the two ends. These can be flat, scalar, slanted or truncated.

**Points**

Any blade broken in a triangular manner and then retouched along one or both the sloping borders is called a point. The retouching along the border can be rectilinear or curvilinear. Some of the latter kinds are almost similar to elongated blades with two pointed ends. Sauveterrian points of the Microlithic site is a similar type.

**Triangles**

These are one of the most beautiful tool types of Microlithic culture. The type is counted as geometric Microlithic. These are usually shorter and smaller than points and have no reinforcement of
the point. It is usually one border or and the base, which are retouched in this type. Two most characteristic triangles are scalene triangle, isosceles triangle. When a blade is shaped in the form of a scalene triangle by retouching at least two border the tool is called a scalene triangle. There are however, many variations known within this tool type. One of these have even the third border of the triangle retouched, when a blade is retouched to form the shape of an isosceles triangle by retouches along one lateral border and the base it is called an isosceles triangle.

**Lunates**

This is prepared by a semi-circular retouching of one of the borders of a blade and such appears like a segment of a circle. In a typical piece the maximum width lies at the centre of the tool and its length is equal to or more than twice the width.

**Trapezes**

These are trapezoid segments of blades the borders of which are retouched. This is taken as another geometric Microlithic. Usually more than one border is retouched, while there are trapezes known with retouches on three borders as well. Besides these blade tools Microlithic industries contain a fair amount of end scrapers, side scrapers, burins and even choppers. It is however, demonstrated that the technique of manufacture of the micro burins in the Microlithic period is different although the end product remains a simple dihedral angle burin on truncation. Various kinds of handles used and various shapes of the cutter desired perhaps is responsible for so many kinds of retouching known. It is believed that crescent in a series could be used to obtain a concave cutting edge or perhaps two of these could be hafted back to back to form a beautiful arrowhead likewise trapezes could have been very efficient in forming transvers arrowheads, or to fit curved handles.

**Conclusion**

It was in adjusting themselves to the new environmental conditions of neothermal times that the Microlithic people prepared the way for the radical economic change implied by the adoption of forming the duration of the Microlithic phase in different regions.

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"கல்லூரி அறிவுக் காரணத்தால் முன்னெச்சரித்தாக நடைபெறும் குடியேற்றம் ஒன்றாக ஒன்றோடு அனுபாதத்தானது காணவோ முடியாததாகும். இது மேலும் சுருக்குதான் கூறினார் என்று நெருப்பாக காணி முற்படுகிறது."

(பதில் வடிப்படைத்தின் 389)

இந்த்தானில் புதுப்பிணை அல்லது பராச்சி வந்தால் வருடாகவும் பீட்டரியமும் பிறந்தும். பொற்குநாள் அவள்களின் வாழ்க்கையும் வருடாகவும் புதுப்பிணை அல்லது பராச்சியும் வந்தும். இதன் பொற்குநாள் மண்டலம் வந்தும் பீட்டரியம் வந்தும். அவள்களின் வாழ்க்கையும் வருடாகவும் பீட்டரியம் வந்தும். வந்தும் இதன் பொற்குநாள் மண்டலம் வந்தும் பீட்டரியம் வந்தும். என்பதும் என்று ஒரு எண்ணியல்முறை வருடாகவும் பீட்டரியம் வந்தும். வந்தும் இதன் பொற்குநாள் மண்டலம் வந்தும் பீட்டரியம் வந்தும். என்பதும் என்று ஒரு எண்ணியல்முறை வருடாகவும் பீட்டரியம் வந்தும். வந்தும் 

"தோச்ச வழங்கமலை காரணத்தாக முன்னெச்சரித்தாக ஒன்றாக ஒன்றோடு அனுபாதத்தானது காணவோ முடியாததாகும். இது மேலும் சுருக்குதான் கூறினார் என்று நெருப்பாக ஒன்றோடு அனுபாதத்தானது காணவோ முடியாததாகும்"

(பதில் வடிப்படைத்தின் 310)

இந்த்தானில் புதுப்பிணை அல்லது பராச்சி வந்தால் வருடாகவும் பீட்டரியமும் பிறந்தும். பொற்குநாள் அவள்களின் வாழ்க்கையும் வருடாகவும் பீட்டரியம் வந்தும். வந்தும் இதன் பொற்குநாள் மண்டலம் வந்தும் பீட்டரியம் வந்தும். வந்தும் இதன் பொற்குநாள் மண்டலம் வந்தும் பீட்டரியம் வந்தும். என்பதும் என்று ஒரு எண்ணியல்முறை வருடாகவும் பீட்டரியம் வந்தும். வந்தும் இதன் பொற்குநாள் மண்டலம் வந்தும் பீட்டரியம் வந்தும். என்பதும் என்று ஒரு எண்ணியல்முறை வருடாகவும் பீட்டரியம் வந்தும். வந்தும்
FROM REALISM TO FANTASY: THE POETICS OF SETTING IN BEN OKRI’S NARRATIVES

P. Shankar

Abstract

Since the emergence of Things Fall Apart to now, Nigerian writers have always resorted to pictorial depiction of what readers can deem as verifiable in their narratives via various realistic aids and indices. But with the appearance of Ben Okri’s narratives on the modern Nigerian literary landscape, this seeming concrete and smooth running literary conditionality appears to have been ruptured. This article attempts to describe Ben Okri’s poetics as regards the setting of his narratives by detailing what artistic strategies enabled him to align himself with tradition in the portrayal of realistic setting, on one hand, and enhanced his deviation from this by creating fantastical out-of-this-world scenes in works bestriding the twentieth and twenty-first centuries, on the other. It also teases out what peculiar impress characters tend to make on setting and setting on characters. Curiously, this piece discovers that as Okri’s genius matures, he appears to judge conventional setting important in so far as it is artistically agreeable with and supportive of the dominant imagery figured by major characters. This article hopes to further conventional theories of setting in Nigerian narratives by declaring that for the first time in modern Nigerian narratives, the magical, the improbable, the fantastical, the visionary, the prophetic, and the realism-oriented tend to emerge in Okri’s corpus, in a way tremendously at variance with what is obtainable in Nigerian myths, legends, and folktales.

Keywords: African literature, Ben Okri, fantasy, Nigerian narratives, realism, twenty-first century Nigerian novel.

Introduction

The mode Nigerian literary artists have always resorted to and the critical opinion informing the criticisms of Nigerian narratives is realism. Realism holds that literature, no matter the genre, bears verisimilar indices and pointers to the socio-political and historical milieus out of which it springs and that a contract is entered into by the writer when he writes. This is sustained by the reader, typically, a person of ethnic or racial sameness with the writer. In Ogunbesan’s (1979) words, “African writers in general do not believe that they should abdicate their ethical role by eliminating themselves, and therefore the question of responsibility to their readers, from their books. They value the relation of writer to reader and take very seriously their moral obligation to their audience” (1). African writers derived and still draw their mode of thought from Western academies as informed by the utilitarian philosophy of the Victorian age, which later was ably steered and entrenched by Benedetto Croce, Georg Lukacs, and Eric Auerbach, the “luminaries of a high European humanism” (Eagleton 1996: 93).

Little wonder then that when Chinua Achebe’s Things Fall Apart appeared in 1958, it was studied in the Department of Anthropology in most prestigious American universities until the early 1990s when it was properly located (Gates 1992: 3, 20). Long after this work has been relocated, the thinking that once misplaced it is in operation in Africa, accounting for writers’ depiction of realistic settings, characters, and actions in narratives. Critics are not left out. For example, only last year, Things Fall Apart (1958) was said to depict, through a humanistic aesthetic of tragedy corresponding to those obtainable elsewhere, the pains of the African in the face of an encroaching and crushing history through a humanistic aesthetic of tragedy corresponding to those obtainable elsewhere (Adeeko 2011: 72–86; Korang 2011: 1–29). This rendering endured in Nigerian narratives until Ben Okri showed up.

Contextualizing the Realism of Ben Okri’s Narratives

From the moment of his appearance to when his genius matured, Okri’s narratives have been realistic, though with pockets of the fantastical embedded within them, especially in Incidents at the Shrine (1993) and Stars of a new Curfew (1988). Shortly after these works, with The Famished Road (1991), and, most of all, Songs of Enchantment (2003), Infinite Riches (1998), and Astonishing the Gods...
(1995) following those above, Okri did not only disrupt the smooth history of his craft and genius, he also, with a sleight of hand, undermined and deviated from the narrative tradition of realism subsisting from *Things Fall Apart*. This article describes, through the close reading critical method, what artistic strategies enabled Okri to side with tradition in depicting realistic setting, on one hand, and accentuated his deviation in creating fantastical out-of-this-world scenes in works bestriding the twentieth and twenty-first centuries, on the other. It also examines his alignment and departure by teasing out what peculiar impress characters tend to make on settings and settings on characters. This way, conventional theories of setting in Nigerian narratives, in particular, and African literature, in general, would be furthered leading this article to declare that for the first time in modern Nigerian narratives, the bizarre, the magical, the improbable, the fantastical, the visionary, the prophetic, and the realism-oriented tend to merge intricately in Okri’s corpus in a way enormously inconsistent with what obtains in the Nigerian literary tradition.

In addition to close reading, I shall make use of Lindfors’ “nationalist critics” and “individual critics” (153, 154). The first he believes “are preoccupied with mapping the geography of African literature. [...] Each nation or region is presumed capable of producing a distinctive literature of its own, a literature conveniently contained within the arbitrary territorial boundaries drawn by the rulers, to be menials of society” (81), one surmises that in consonance with the technique of realism, the setting must be one of those countries that attended the Berlin Conference of 1884–5. Despite this realism, the nameless, whether place or person, is an issue. The same namelessness applies to Uncle Saba’s setting in “Crooked Prayers,” Agodi’s in “Converging City,” and Anderson Ofoegbu’s in “Incidents at the Shrine.” With these narratives, including *The Landscape Within* and *Flowers and Shadows*, Okri makes an original poetical and artistic deep impress on the realistic sub-tradition of Nigerian literature and aligns himself with the likes of Chinua Achebe, Wole Soyinka, John Munonye, Ifeoma Okoye, S. O. Mezu, Amadi Elechi, Obinkaram Echewa, Festus Iyaiy, Isidore Okpewho, and, in the twenty-first century, with writers like Sefi Atta, Helon Habila, Jude Dibia, Chimamanda Adichie, and others.

**From Realism to Fantasy and the Undermining of Tradition**

Nonetheless, Okri seems to set out on a journey in an opposite route by differing greatly from the ‘show and tell’ style of the above authors. To do this, Okri has had to undermine himself before undercutting the tradition that gave him platform. By implication, he first deviated from himself before swerving from the structure of representation of setting in the Nigerian literary tradition – in voice, and patterning, and indices of realism. From the shore of realism, we could see him, sailing away far into the wide sea of “hallucinatory realism” (“The Nobel Prize”), “magical realism” (Aizenberg 1995: 25–30), and “shamanic realism” (Olivia 1999: 171–196). While asail, he finds new company – García Marquez, Mia Couto, Syl Cheney-Coker, Isabel Allende, Luis Borges, and others. He did not join them in one go; only in trickles, while still filiating his narratives to the Nigerian tradition. In *Stars of a New Curfew*, the evidence of this new company emerged as nightmare in “Stars of a New Curfew,” in “When the Lights Return,” as hallucination, in “Worlds that Flourish,” as a befuddled consciousness, and as coma in “In the Shadows of War.” It takes the form of fetishistic, purificatory renewal and deliverance ritual in “Incidents at the Shrine” and of reality-infecting dream in “The Dream-Vendor’s August,” where a midge chats with Joe and gives him bad luck to hold for him. The item given poses certain negative implications for his life until it was given back, still in a dream, in *Incidents at the Shrine*. The presence of spirits, madmen, shrines, merging of images against another, collapsing the known onto the strange, the decoding of the strange using the model of the familiar, and so on are the gradual advancing and emergence of a jolting technique that agitates both the larger Okri’s corpus and the Nigerian literary tradition, especially
Tutuola’s and Fagunwa’s and the realistic segment of this tradition. The bizarre in the above works is located in-between realistic segments of the plots.

The universities and the academies were also places where people sat and meditated and absorbed knowledge from the silence. Research was a permanent activity, and all were researchers and appliers of the fruits of research. The purpose was to discover the hidden unifying laws of all things, to deepen the spirit, to make more profound the sensitivities.

The courts and the library did not miss Okri’s attention,

Courts were places where people went to study the laws, not places of judgement. The library, which he took to be one building, but which he later discovered was practically the whole city, was a place where people went to record their thoughts, their dreams, their intuitions, their ideas, their memories, and their prophecies. They also went there to increase the wisdom of the race. Books were not borrowed. Books were composed there, and deposited. (66).

It is no longer the place Ezeulu would send his son to learn the white man’s ways and wisdom in Chinua Achebe’s Arrow of God (1964). And the banks “were places where people deposited or withdrew thoughts of well-being, thoughts of wealth, thoughts of serenity. When people were ill they went to their banks. When healthy, they went to the hospitals” (69). In this seeming illogicality of both places, this jarring of our predictable perception of what we know these institutions to be in the Nigerian literary tradition, we are further dazed by:

The hospitals were places of laughter, amusements, and recreation. They were houses of joy. The doctors and nurses were masters of the art of humour, and they all had to be artists of one kind or another.[...]

The masters of the land believed that sickness should be cured before it became sickness. The healthy were therefore presumed sick. Healing was always needed, and was considered a necessary part of daily life. Healing was always accompanied by the gentlest music. When healing was required the sick ones lingered in the presence of great paintings, and sat in wards where masterpieces of healing composition played just below the level of hearing. Outdoor activity, sculpting, story-telling, poetry, and laughter were the most preferred forms of treatment. (69).

These are not all; the unit of exchange is idea, “the quality of thought, ideas, and possibilities” and the currencies that are invisible (71). With all these and many more, there is no reason why the nameless quester would not be filled “with amazement” (72).

It is clear that Okri has left our own world of experience for utopia, and it is this world that he now describes. Voltaire’s Candide (1759) and Gustave Dore’s Gargantuan and Pantagruel (1873) come to mind here, but not as glamorous, fabulous, enchanting, enthralling, realism-divested, and as wish-inspiring in the reader as Okri’s Astonishing the Gods. These narratives are outside the Nigerian literary tradition but, curiously, Astonishing the Gods bears no categorical resemblance in setting to Fagunwa’s The Forest of a Thousand Daemons or Tutuola’s The Palm-wine Drinkard.

Conclusion

From the foregoing, Ben Okri has so far demonstrated astute difference from the tradition he commenced his career with. I have tried to read him as nationalist and individual critics would by teasing out how aligns himself with Nigeria’s realist literary sub-tradition of Chinua Achebe, Wole Soyinka, John Munonye, Ifeoma Okoye, Amadi Elechi, Festus Iyayi, Isidore Okpewho, and, in the twenty-first century, with the likes of Helon Habila, Jude Dibia, Chimamanda Adichie, and others in the depiction of realistic setting. I have also taken care to draw attention to how he undermined the conventional sub-setting of the bar and the setting of a true-to-life third world ghetto and villages; relapsed to the
representation of the grotesque, fabulous, and marvelous with some liberal sprinkling of realism; and, finally, pitched his tent with the prophetic of the Blakean kind. Remarkably, too, this piece discovered that as Okri’s genius matures, he appears to judge conventional setting only important in so far as it is artistically agreeable with and supportive of the dominant imagery figured by major characters. The first time he focuses on setting exclusively, he subverts what setting qua setting ought to be – a setting significantly at variance with what obtains in Nigerian literature. In essence, he also has ruptured the seeming theoretically assured, concrete and smooth running literary conditionality of the setting Nigerian literature portrays. This includes Jeyifo’s ’show and tell’ technique; Obiechina’s mimesis of “traditional beliefs and practices” (Quayson 1997: 2); Kehinde’s Lagos; and Moh’s “Nigeria” (2004: 74). Beyond these, for the first time in modern Nigerian narratives, he fuses the magical, the improbable, the fantastical, the visionary, the prophetic, and the realism-oriented in his corpus in a way tremendously at odds to what is obtainable in Nigerian myths, legends, and folktales. He seems to be in flight from the space of the conventional, and in this wild flight, there is no suggestion that Ben Okri, the Nigerian tradition’s prodigal literary artist, would come back to roost on his ‘homesoil’.

References

WOMEN IN ACHBE'S WORLD

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Abstract
This paper will explore what is left for female. The focus of my study includes:
1. Achebe’s portraiture of women in his fictional universe, the existing socio cultural situation of the period he is depicting, and the factors in it that condition male attitudes towards women;
2. The consequences of the absence of a moderating female principle in his fictions;
3. Achebe’s progressively changing attitude towards women’s roles; and
4. Feminist prospects for African women. In the context of this study, the Igbo people whom Achebe describes will represent the rest of Nigeria -- and a great many of the nations of Africa.

Keywords: African literature, Women suffering, Knowledge, quest, fantasy, Nigerian narratives, realism, twenty-first century Nigerian novel.

Introduction
The greatest accolade given to Achebe was summed up in one metaphor: the eagle on the iroko. Now, anybody familiar with the African landscape knows that the iroko is the tallest, strongest tree in the forest and that the eagle is, of course, the king of the birds. It is not an easy feat to scale the tree; that is why the Igbo proverb insists: "One does not climb the iroko twice." Having succeeded in climbing the iroko, the climber should appropriate all that he finds there: he may not be able to do so again. The eagle, however, can both scale and soar above the tree over and over.

In this metaphor the iroko then represents the field of African literature; the eagle, Chinua Achebe. Achebe has, of course, literarily climbed and soared above the iroko several times. More than those of any other African writer, his writings have helped to develop what is known as African literature today. And the single book which has helped him to launch his "revolution" is the slim, classic volume called Things Fall Apart (1958). Having been the first, so to speak, to scale the top of the iroko, this eagle Achebe, and other male eaglets after him, arguably have appropriated all that they have found there.

The Absence of a Moderating Female Principle
Achebe’s female characters are generally stunted individuals as above, or they are idealized as mothers in the manner of such Negritude writings as Camara Laye’s Dark Child (date). The latter, maternal valorization is indicated by the meaning of Nneka -- "mother is supreme" -- as provided by Okonkwo’s uncle Uchendu:

It is true that a child belongs to its father. But when a father beats his child, it seeks sympathy in its mother’s hug. A man belongs to his fatherland when things are good and life is sweet. But when there is sorrow and bitterness, he finds refuge in his motherland. Your mother is there to protect you. (124) The only women respected in Umuofia are those like Chielo, the priestess of the Oracle of the Hills and Caves, who is removed from the pale of normalcy. Clothed in the mystic mantle of the divinity she serves, Chielo transforms from the ordinary; she can reprimand Okonkwo and even scream curses at him: "Beware of exchanging words with Agbala [the name of the Oracle of the Hills and Caves]. Does a man speak when a God speaks? Beware!" (95). Yet if Okonkwo is powerless before a goddess’s priestess, he can, at least, control his own women. So, when Nwoye’s mother asks if Ikemefuna will be staying long with them, Okonkwo bellows to her: "Do what you are told woman. When did you become one of the ndichie [clan elders]?” (18).
Achebe's Progressive Vision of Women

A cursory look at the place of women in Achebe's other works will confirm a diachronic development. In *No Longer at Ease* (1963), there is a discernible change in the style of Achebe's female portraiture. At the end of the novel, Obi Okonkwo yields to the implacable force of traditional ethos when choosing between his mother (representing traditionalism), who threatens to kill herself if he marries an outcast or osu, and the outcast protagonist Clara (representing the modern female). The pregnant Clara gets an abortion and fades out of the story. But at least she is cast as an educated, financially independent woman. She has the makings of a spirited, independent character, by virtue of her overseas education and profession as a nurse. She can afford to do without Obi Okonkwo.

In *A Man of the People* (1966), there are images of women playing traditional roles such as singers and dancers, or women adoring rich politicians like Chief the Honorable M.A. Nanga. Mrs. Eleanor John, a tough party woman and board member -- rich, independent, assertive -- lamentably is cast as a semiliterate businesswoman with no noteworthy role. We see Chief Nanga’s wife, a beneficiary of the colonial, utilitarian education, dissatisfied with her husband’s extramarital relationship and impending marriage to the young Edna. Mrs. Nanga complains to Odili, but when the latter sets out to unseat her husband, she reverts to her traditional role of helpmate fighting to retain her precarious social and economic position. Consequently, she remains a dependent, peripheral figure, deriving validity as a human being only from her husband. A strong characterization in *A Man of the People* is Eunice the lawyer. She is the fiancée of Odili’s schoolmate Max, and founder of the Common People’s Convention that opposes corrupt Chief Nanga and his ilk. When Max is shot by thugs of a political adversary, Eunice takes decisive, retaliatory action: “She opens her handbag as if to take out a handkerchief, [takes] out a pistol instead and two bullets into Chief Koko’s chest” (160). To this strong portrait, Achebe adds pointedly: “Only then [does] she fall down on Max’s body and begin to weep like a woman . . . A very strange girl, people said”(160). In a story of the total breakdown of law and order, where looting, arson and political killings have become rife, a single act of retaliation by an injured girl is considered “strange.” The inexorable winds of change have caused Achebe, a consummate pragmatist, to make a volte-face. The secret of his revisionist stance can be deduced from the central theme of his two tradition-based novels, *Things Fall Apart* and *Arrow of God* (1964): In a world of change, whoever is not flexible enough will be swept aside. Profiting from the mistakes of his tragic heroes, Achebe becomes flexible. In *Anthills of the Savannah* (1987), speaking through his alter ego Ikem, a journalist and writer, Achebe acknowledges that the malaise the African party is experiencing results from excluding women from the scheme of things. Beatrice of Anthills, who has an honors degree from Queen Mary College, University of London, projects Achebe’s new vision of women’s roles and clarifies Ikem’s hazy thoughts on the issue. Ikem accepts that his former attitude towards women has been too respectful, too idealistic. In the best Negritudinal manner, he has reverently put every woman on a pedestal as a Nneka, where she is just as irrelevant to the practical decisions of running the world as she was in the old days (98). Beatrice gives Ikem insight into a feminist concept of womanhood. She is articulate, independent, and self-realized, and she re-evaluates women’s position, asserting, “[I]t is not enough that women should be the court of last resort because the last resort is a damn sight too far and too late!” (91-92). In Beatrice, Achebe now strives to affirm the moral strength and intellectual integrity of African women, especially since the social conditions which have kept women down in the past are now largely absent. Urbanization and education have combined to broaden women’s horizons. Therefore, Ikem tells Beatrice, I can’t tell you what the new role for Woman will be. I don’t know. I should never presume to know. You have to tell us (98). Achebe’s newly envisioned female roles are to be expounded, articulated, and secured by woman herself; and the modern African woman is doing just that.
Conclusion

It is insufficient that Achebe the icon merely acknowledges the injustice of his earlier treatments of women. Feminist ideology lays the task of self-actualization on women ourselves. The iroko is there for women to climb, after all. Educated African women, and those African women and men in exalted, decision-making bodies, must and do realize their duty to make society an equitable place for their less-privileged sisters. Equipped with education, resilience, and the will to survive, female eagles can scale and even soar over irokos, placing no limitations on their capabilities. African women are making meaningful contributions: as lecturers, professors, and presidents of universities; as commissioners and ministers, senators and governors, and chairpersons of political parties; as directors and others involved in literacy movements and campaigns against forced marriages, clitoridectomies, and obsolete widowhood practices. African women can outstrip their fictive counterparts to be partners with men in national progress and development, and to gain individual self-realization and fulfillment.

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DIASPORIC DILEMMA: A QUEST FOR IDENTITY AND SECURITY IN NAIPUL’S A HOUSE FOR MR. BISWAS

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Abstract

Naipaul in his fictional concerns is renewing a kind of novel in those cultures where his search for a sense of identity and the need to establish a past on which the present can properly stand has a special force. From a vision of the past as a wound, Naipaul carries three conflicting components in his personality of being a Trinidad colonial, an English metropolitan, and a person of Indian ancestry. He thus moves in his self-exploration towards a new restoration and vision of wholeness. As Naipaul confronts India in this work he visualizes a more whole world than mere country. There is a growing compassion and a wish to understand that are stronger in Naipaul’s writing now. This compassionate narrative vision enables Naipaul to capture the theme of India collapsing, mutinying, and reaching after a final integration which remains a significant aspect of writing.

Key words: colonial, diaspora, migration, social identity.

In *A House for Mr. Biswas*, Naipaul describes the search for identity and security of a protagonist who lives in an unstructured social milieu. The novel describes the experience of an expatriate of Trinidad via various places and to the Port of Spain. The life of the protagonist Mohan Biswas reflects the dilemma of a detached immigrant whose entire life passes in a desire to find his roots and to attain an authentic identity in the society. The life of Mr. Biswas also replicates the life of Naipaul, whose experience of exile reflects the unquenched need for identity. In the name of Mr. Biswas, author gets a way to trace his experiences of non-identity.

The prologue of novel reflects the truth of Mr. Biswas’s life: How terrible it would have been, at this time, to be without it: to have died among the Tulis, amid the squalor of that large, disintegrating and different family; to have left Shama and children among them, in one room; worse, to have lived without even attempting to lay claim to one’s portion of the earth; to have lived and died as one had been born, unnecessary and unaccomodated (HMB 8). The words clearly suggest that the text is about to prove an individual’s self that matters in the society within life and after death. In Mr. Biswas, this quest to prove himself among family and Tulsi-estate remains continue from birth to death. The novel begins with the description of the unlucky birth of Mr. Biswas, who unusually born with six fingers in one hand and becomes a victim of traditional beliefs. Unlike a child, he does not receive affection of family but his childlike activities are restricted at home as pundit predicts his unlucky charm for the family and mainly for father. Thus, an „ominous child” becomes his first identity that made him a confined self within a family. This is the fate that the prediction by the pundit proves when in searching of Mr. Biswas, his father Raghu dives into the pool and died. His second identity comes in the society as a boy who, “... has eaten up his own father” (28).

This stigma becomes the identity of Mr. Biswas that drives his mind in different directions and shapes his despairing sensibility which, “... carry about them the mark in their attitudes sensibilities, and convictions of the slave, the unnecessary man” (Walsh VSN 71). After being sold the house to the neighbor, Dhar under compulsions, the family moves to his mother’s sister Tara’s muddy hut in where, “For the next thirty-five years he was to be a wanderer with no place he could call his own, with no family ...” (38). In the childhood, Mr. Biswas lives in his mother’s sister Tara house and later moves to Tulsi house in Arwacas as a sign painter. There he meets Shama, falls in love, and marries to her. This is the first real phase in Biswas’s life from where his actual search for identity and security begins. He has to live in Tulsi-dom with others sons in laws, where he, “... felt trapped” (92).
This perpetual feeling of aloof arouses a sense of “quest for identity, while this, trap compels his soul to find way to emancipate from Tulsi’s estate. He becomes an unwanted insider in Tulsi family and confined by its powerful social and economic strata, “in the High Street at Arwacas, Hanuman House stood like an alien White fortress” (81). In Hanuman House, he finds himself, “...indifference rather than hostility” (195). Tulsi family is rich and powerful which provides Mr. Biswas jobs and opportunities but his un-belongingness makes him unable to normalize with them as he is an unwanted outsider for Tulsi family; his living style and family condition was quite differing than that of Tulis”. This is the constant dilemma in Mr. Biswas’s life, that a world, where he enters, “...everything beyond its gate was foreign and unimportant” (195). He feels inferior among family members and, “... when everyone worked with energy and joy enthusiasm reacting upon enthusiasm in him he remains aloof” (195).

In the life of Mr. Biswas, ‘House’ is the entrenched wish and symbol of identity as it is in Naipaul’s life too. The search of protagonist to get a house is the chief motif in the novel that reflects the primal wish of every individual for a safe haven in form of a house. This search of Mr. Biswas for house also symbolizes the fulfillment of belongingness and a prerequisite for a social identity. This is why, “The House in this novel is a symbol not for rootedness but for freedom from slavery and oppression” (Das 102). From birth Biswas lacks his own house and other houses where he moved on, were, “... bare, spacious, unpainted wooden house ... (49).

Tulsi first provides Mr. Biswas a village, Chase for managing a shop and a house. Alike displaced person, Biswas entire life struck with a question of this house, “... was it his own?” (156). On the opening ceremony of shop at Chase, Mr.Biswa, “...found himself a stranger in his own yard” (156). His feeling of belongingness to the shop is shattered when he noticed that family members, “... called the shop the Tulsi shop even after he had painted a sign and hung it above the door” (156). Mr. Biswas is a victim of homelessness and non-identity who efforts for settlement, but his insecure self becomes the causes of recurrent failure.

His every return to his mother at Pagotes during living at Chase reminds the suffering of mud hut, as he is the only child who had spent most of the times with her. Seeing her condition, “Dutifully he put his arm around her. The gesture caused him pain, making him feel his own worthlessness” (199). Similarly the house at „Chase seems to him disordered, cold, and abandoned. Mr. Biswas’s next misadventure begins, when Tulsi sends him to the barracks of Green Vale as a driver at the minimum salary and compelled to live among workers in shared rooms. This is the second time when the fear of social insecurity generates as the place, “... dump and shadowed and close” (214). This experience propels him to feel like every individuals in the world, “... decided that time had come for him to build his house” (214). Biswas’s earlier experience of mud hut infuses hatred feeling for imperfect house, “He didn’t want mud for walls earth for floor tree branches for rafters and grass for roof” (219) and the list is long of contempt for muddy house because he dreams, “... a real house made with real materials” (219). The wish of perfection can be seen when he presents a doll’s house to his daughter Savi in which he visualizes, “Every room of the doll’s house was daintily furnished” (224).

The doll’s house also symbolizes Biswas’s extreme wish for freedom and security as well as fulfillment of a dream for a perfect abode. He strives to face the challenges to build house at Green Vale which starts with continual delays and finally burnt by workers. Every failure in the outer world propels him to return back to rich Tulsi, but it could not solve his problems of security and identity. The quest of Mr. Biswas’s journey towards attaining identity, and security as Robert Hamner observes: After Green Vale all the evasive reaction here to fore signs of his inadequacy and weakness, undergoes marked change. He continues to rage and throw impotent pamper tantrums, but upon his recovery at Hanuman House he has gained valuable confidence in the resilience of the spirit (CS 228). Recovering himself from
the trauma of Green Vale, Mr. Biswas moves to Port of Spain to prove himself. He gets a job of reporter in the Sentinel.

Thus, the city Port of Spain becomes the place of Mr. Biswas’s to attain a professional identity. His earlier life at Hanuman Houses passes without asserting his identity and security because he was lost among stranger group of people, but in Port of Spain, “... he saw the city as made up of individual, each of whom had his place in it” (332). There, he emerges as a famous creative writer whose photograph appears frequently in news papers and magazines; this achieving status helps him to, “... recover his family” (345) from Mrs. Tulsi. But his new job of writing does not lessen the feeling of alienation in him. The protagonists of his stories undergo same experiences as he had in past, “The hero trapped into marriage, burdened with a family” (363). The appetite, hopes and desires of his protagonists reflect Mr. Biswas’s past dilemma and indirectly experienced by Naipaul himself. He begins stories with interest and joy, but, “... left him dissatisfied and feeling unclean” (363).

His stories highlight the plight of „lost identity and his writing represents the ways of self-realization to fulfill the quest of identity. Thus, the insecurity faced by Mr. Biswas is a natural conformity with all human being faced in general in an alien land dominated by colonized society. Mr. Biswas’s quest for security also related with the relations he manages in the family. Shama and children’s recurrent displeasure to live with him has always been a cause of deep depression. Shama’s constant returning habit to Hanuman House signifies her fear of identity and insecurity, at Chase, Shama shouts at Mr. Biswas, “... give up the shop and return to Hanuman House” (199). She always calls Hanuman House „home” and happy to live with Tulsi. His two children Anand and Savi both make him feel worthlessness and insecurity as his stay in Hanuman House deprives him attaining an authentic image in children’s eyes as they know, “... Mr. Biswas, like all the fathers at Hanuman House, had come from nothing, and the only people who had a proper family were the Tulsis” (367). The wish to become a perfect father instills in Mr. Biswas to continue his search for identity that pushes him towards various displacements. Thus, Naipaul creates a world of, “Homeless nomadic migrants making middle passages from Africa or India to the West Indies thence to England and back again, for, after three hundred years there is no society and no system of values in which they can take root” (Oremrod162).

Mr. Biswas’s fear of identity also related to the wish to escape from inherited class identity as a labourer, “... he became once more only a labourer’s child-father’s occupation: labourer was the entry in the birth certificate...” (48). The constant social pressures through various working experience under Tulsi in Chase and Green Vale make him insecure and he “thought of estate-driver, exalted it overseer, rejected it, and rejected shopkeeper, rejected unemployed” (338).

The continuous dependency on Tulsi reminds inferiority of his lowest class, while his attempt to achieve high class status end in failure and self imprisonment, “...at the end he returned to his crowded, shabby room” (48). The role of adjustment in the adverse situations does not free him from alienation as Gorden Rohlehr finds his actual condition in an alien land: Biswas is everyman wavering between identity and non-entity,... he is fully presented as a person whose very quick and idiosyncrasy we know in the world where every sight sound and smell recorded with fidelity and precision (IA 137-38). Living at Shorthill, Mr. Biswas buys an isolated piece of land and constructs a house, but, “The new house imprisoned them in silence and bush. They had no pleasures ...” (448).

Though Mr. Biswas takes this new house as a personal achievement, but this attempt ends in futility as the house destroys one night in a fire and the episode of failure repeats, as A.C. Derrick observes, “... the recurring images of darkness decay and death makes ... failure appear throughout as the inheritable outcome of Biswas struggle” (NTN 201). Biswas’s last time spends in despair as his total saving is less to buy a house. He finally borrows money and buys a house at Sikkim Street and achieves his goal. Though,
this symbolic goal of search for independence, identity and security fulfilled, but at cost of lost energies both physical and mental. After entering in the house, he falls ill. He is cheated by the solicitor’s clerk who sells fragile house, “The staircase was dangerous; the upper floor sagged; there was no Black door; most of the windows didn’t close; one door could not open . . .” (6). Though it is in bad shape but symbolizes Mr. Biswas’ “a new, readymade world” (7). However this house fulfills his life-long struggles and it represents, “… the story of a man” s struggle to make something valuable out of circumscribed and mediocre existence. It is a struggle symbolized by the hero’s effort to own his house, which in a way, is to own his own life” (Ramadevi 52).

His life spends in achieving two things in life; first a „house“ through which he fulfills the desires of Savi’s doll’s house and second is a „Car“ which is asked by Anand in earlier time as a gift. Both things symbolize social „name’ fame’ and „security’. The concluding part of the novel continues with the inheriting wish of identity and insecurity that shifts from one generation to next. The search for same cause continues in Mr. Biswas’s son, Anand who goes abroad and becomes the victim of same socio-cultural disparities and mental depression as his fathers had in past.

He does not live with Mr. Biswas in the last time, and his struggle becomes replica of his father’s past. With the identical end of past and present, author draws readers’ attention to the autobiographical aspects of his life in Trinidad and out of Trinidad. The life of Biswas and Anand reminds readers the heritage of the author that he receives from the traumatic experience of his father’s life; and it shapes his vision, “What Naipaul has done … has been to abstract from his father’s life not a sequence of events but a quality of experience which he has shaped in such a way as to project his own vision its significance” (White 96). Alike Naipaul, Mr Biswas’s alienation deprives him attaining stable identity thus, always keeps his journey to find a secure place in a Creole world. It symbolizes an individuals’ search in post-colonial society. In this way, the text focuses on the dilemma of the rootless person whose quest reflects expatriates suffering from basic necessities in colonial world.

Biswas’s house in Sikkim Street provides him self-realization of confirmed security and identity but with ironical ends. Fawzia Mustafa describes, “Biswas’s career as a journalist and his acquisition of the house on Sikkim Street signify with a mixture of poignancy and dramatic irony the depleted potentialities of post colonial independence complete with its self delusions” (VSN 62).

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READING JHUMPA LAHIRI’S THE NAMESAKE: REVIEWING THE RUSSIAN CONNECTION

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Abstract

Jhumpa Lahiri’s debut novel The Namesake negotiates the interstitial space between two locations, cultures and two generations. The novel tries to identify the sameness and differences that define the self, identity and the drift towards a transcultural, transnational re-definition of the self. In this respect this paper tries to address the complex issues that arise out of using a Russian name for a second generation Bengali boy who is born in the USA. The Russian connection, the use of a Russian name and the problems of naming, unnaming and re-naming are fascinating aspects of this diasporic novel. In fact, historical evidences prove the close association between Russia and Bengal from the eighteenth century onwards on levels of trade, commerce, ideology, literature and culture. A Bengali boy with a Russian name would not have been very unusual in both colonial and post-colonial Bengal and would not have produced any culture shock either. This cultural contact between Russia and Bengal could have been addressed in some more detail by Jhumpa Lahiri, suggesting that cultural globalization began in Bengal with the advent of the European traders in the eighteenth century or even earlier. Fiction is the most unobtrusive mode of cultural cross-fertilization and such culture specific inputs would have been significantly informative for global readers. Through the innocuous choice of a name Jhumpa Lahiri’s novel however powerfully highlights the trials, tensions, hybridity and the gradual accommodation leading to fluid identities that define diasporic dilemma and transnationalism.

Keywords: Namesake, Russian, Diasporic narrative; Bengali, middleclass, Gogol, Europhilism, postcolonial

The Russian connection, the use of a Russian name and the problems of naming, unnaming and re-naming are fascinating aspects of this diasporic novel. In fact, historical evidences prove the close association between Russia and Bengal from the eighteenth century onwards on levels of trade, commerce, ideology, literature and culture. A Bengali boy with a Russian name would not have been very unusual in both colonial and postcolonial Bengal and would not have produced any culture shock either. This cultural contact between Russia and Bengal could have been addressed in some more detail by Jhumpa Lahiri, suggesting that cultural globalization began in Bengal with the advent of the European traders in the eighteenth century or even earlier. Fiction is the most unobtrusive mode of cultural cross-fertilization and such culture specific inputs would have been significantly informative for global readers.

A Russian last name as first name for a migrant Bengali-American Therefore, I want to introduce and review the politics and problematics of this phonetically rather sweet Russian surname or last name Gogol that becomes the pet name and then first name, of a Bengali boy born in the USA. Later however as a young adult, Gogol prefers Nikhil as his first name, which is another interesting transition, as if the conscious choice of the ethnic name Nikhil is a symbolic gesture towards re-linking with one’s place of origin and roots.

Obviously, Gogol is not a Bengali name. Though the Bengali parents of Gogol, Ashima and Ashoke never feel as if they are at home in Boston, they have no problem suggesting Gogol as even a pet name for their first-born. Is this just about Ashoke finding himself a survivor of a horrifying train accident? Is it about his regaining consciousness among the wreckage of the accident, clutching a few pages of the English translation of Nikolai Gogol’s book of short stories? He had been reading his favourite story “The Overcoat” when the accident had happened. Ashoke feels as if Gogol had saved his life.

He had been traumatized since the accident-claustrophobia and nightmares brought back haunting memories of that train accident throughout his life till his death in the USA. Ashoke died of a massive cardiac arrest when his son Gogol was in his twenties. How natural it seems to Jhumpa to use a Russian name for the most important
character of her diasporic debut novel, as if it could not be an issue at all. Is this suggestive of the Europhilic, cosmopolitan, secular educated Bengali middle class culture and its colonial hangover? An expected option would have been to use a Bengali author’s name, surname or pet name in order to stress the Bengali roots that the novel privileges. Interestingly, neither does Jhumpa Lahiri use an American author’s name as namesake such as ‘Twain, Whitman or Melville. Using an American author’s name could have been more regarded as more appropriate as it could have directly addressed Gogol’s cultural dilemma and bi-cultural stress, but this distancing of cultural implications by using a Russian author’s name in capitalist USA further problematises the text.

One must remember that Gogol, Tolstoy, Chekhov, Gorky among many others, wrote at a time when in Russia, a political transformation and ideological paradigm shift was in its rudimentary stages before Russian socialism impacted the whole political world, both in the North and South. Historical evidences prove that ideological proximity and cross-fertilization of their mutual freedom struggle, Russians resisting the Tsarist regime, Indians fighting the British regime in India, brought Indians and Russians in close contact. Maxim Gorky corresponded with Indian exiled Indian revolutionaries such as B.R, Cama and Shyamji Krishnavarma. Gandhi too paid homage to Gorky and wrote in 1905, the year when the partition of Bengal perpetrated by Lord Curzon was fiercely resisted and reversed by the irate Bengali people—“There is no other writer in Europe who is as great a champion of people’s rights as Maxim Gorky.” (Komarov 35)

Also while in South Africa Gandhi named his headquarters “Tolstoy Farm” as he regarded Tolstoy as his teacher. In 1908, Gandhi published Tolstoy’s Letter to a Hindoo. In the preface to the English edition Gandhi wrote, “To me, as a humble follower of the great teacher whom I have long looked upon as one of my guides, it is a matter of honour to be connected with the publication of his letter...” (Prasad 11)

But then Gogol’s father, Ashoke who though he never felt Boston was home for him, never seems to have been encouraged by his grandfather or father or for that matter other family members, or his school or friends to read Bengali literature. There is a curious detachment about the nationalist struggle, colonial rule and the independence of India in Lahiri’s text. Ashoke in turn never does try to sensitize Gogol and Sonia about Bengali literature, arts and culture or the fact that India had been colonized by the British for about 190 years. Most cultured educated Bengali diasporans would have almost invariably have tried to tell their children about Rabindranath Tagore by exposing them to Tagore’s translated writings, his songs and lyrical plays through readily available long playing records, a common techno commodity in the sixties and seventies. Also the family visits the Taj Mahal, it does not visit the internationally acclaimed Visva-Bharati at Santiniketan. After all, it is the only university in the world to have been founded by a poet and is regarded as a secular pilgrimage site for most educated Bengalis both resident and non-resident. Gogol and Sonia remain unaware of Tagore or the popular Bengali folk tale “Thakurmar jhuli” among many other things, despite having to stay in Kolkata during Ashoke’s sabbatical leave.

As minors, Gogol and Sonia had no choice; wherever their parents went, they had to follow and the peculiar silence of their educated parents about very common Bengali cultural signifiers seems a bit odd. But again if read in the perspective, that the novel The Namesake is after all a text by a second generation Bengali American, the absence becomes not a flaw but a bullet point. The non-resident Bengali having receded far away from the place of original culture and would perhaps never be able to understand through rational questioning the iconic presence of Tagore or Bibhuti Bushan Bandopadhyay in Bengali culture nor the enthusiasm for Karl Marx and Che Guevara, both intrinsically embedded in the cultural memory of the Bengali speaking people in South Asia.
Diasporic Narrative and the Place of Origin

After all, The Namesake is another diasporic novel about cultural negotiations, an excavation of roots, rootlessness, uprooting, re-rootings, tracking roots and routes to discover oneself at home in many homes in the world, despite a single or dual citizenship, a passport of a particular colour, a skin colour that cannot be changed easily like that of a chameleon. As Roger Bromley observed,

“The transcultural and transnational narratives, texts of cultural translation, do not so much restore geography and the arbitrary, but, rather, open up again their conditions of possibility, a release, especially through women’s writing, from the ‘locked within boundaries’ of patriarchal hegemony - not by simple reversals, but through emergence texts of the third scenario: the indeterminacy of diasporic identities, the production of difference as the political and social definition of the historical present, the contemporary”. (Bromley 73)

But Lahiri’s book could have been a brilliant device, introducing Bengalis and their culture to the world through the citing of a few timeless classics and grand narratives of Bengali culture. Strangely, Jhumpa does not mention a single Bengali author or for that matter a single Indian author in The Namesake. If Ashoke had read to his children a Bengali book as a bedtime book of tales or had even read translated sections of Niharrranjan Ray’s pathbreaking book of Bengali social history-Bangalir Itihas Adi Parva (History of the Bengali people ancient period), then Gogol and Sonali-Sonia would have been able to bridge the two cultures at least intellectually, if not emotionally.

The Bengali-Speaking People

Niharrranjan Ray’s impassioned lines in the Preface of his history of the Bengali people tracing his links with the land of his origin perhaps can sensitize the second generation immigrant about the ties that bind one to the place of one’s origin. The historian’s 534 Reading Jhumpa Lahiri’s The Namesake: Reviewing the Russian Connection passion makes the scholarly narrative, not just a social document of Bengal but also a cultural manifesto of early Bengal- “when I began writing this book, Bengal was undivided and was a part of an unpartitioned India; now, when that writing is finished, the political leaders have subtly realized the partition of Bengal along with the severing of India’s most ancient bloodlinks...Nevertheless, whatever the wishes of the politicians, Bengal and the Bengali people are, historically, one and undivided... (Ray xv) Further Ray adds,

“My Bengal and its people are not to be found in the pages of ancient manuscripts; rather, they are inscribed on my heart. To me the ancient past is as alive and real as the immediate past. I have tried to represent in this book that real and living past and not some corpse.” (Ray xv)

Ray’s use of the possessive pronoun ‘My’ registers the emotional deep rootedness of the culture of one’s place of origin. This sense of proud possession is obviously absent in the psychic terrain of the children of first generation migrants. The place of origin for the second-generation immigrants is the engagement of aware tourists- intellectual engagement, emotional detachment.

In his foreword to Ray’s seminal book, the eminent historian Jadunath Sarkar observed, “there would have been much personal advantage for Niharrranjan had he written this work in English; his book would have had a wide circulation and his fame and reputation would have been far reaching. However, his choice not to write in English is evidence of his profound reverence and affection for Bengali language and literature” (Ray x)

In 1993, John W Hood, a Professor in the University of Melbourne undertook the translation of Ray’s text and thereby introduced Bengali regional history, society and culture to the world. Interestingly, Hood’s PhD dissertation was on the works of Ray, a prolific scholar who had written many books on Indian history, arts, fine arts and culture. This perhaps indicates the robust two-way flow of cross-
cultural knowledge production and distribution. In another relatively recent historical study of Bengal titled, *History of the Bengali Speaking People* (2001) Nitish Sengupta makes some interesting observations about the naming of the area that we know as Bengal. The observations also tell us that international encounters, cosmopolitanism, globalization and the politics of naming and unnaming had happened many centuries ago in the Indian sub-continent.

Thus in the light of the available historical evidence, it is easily established that the original name of Vanga referred only to East Bengal and not to the entire land loosely called Bengal. The western part of Bengal was called Gaur before the turko-Afghan invaders came in the 13th century. The words ‘Gaur’ and “Vanga” were at times used together, a practice that continued up to the 19th century. The name ‘Bengal’ came out of the expression ‘Bangala’ or ‘Va ngla’ used for the country widely by chroniclers in Arabic and Persian from the 13th century onwards and gradually came to denote the entire province that stood between Bihar on the one hand and Kamrup on the other. It was this name which was adopted by the Portuguese as ‘bangala’ and subsequently by other European traders and lead to the name ‘Bengal’ and which gave its name to the Bay of Bengal to its South.” (Sengupta 8)

Interestingly again, the city of Calcutta was officially renamed ‘Kolkata’ from January 1, 2001. Protests by Anglophiles was as rampant as when Bombay was renamed Mumbai. Sukanta Chaudhuri commented on the renaming of Calcutta in his piece “On Naming Cities”:

“I do not see that the heavens will fall if the city is called Kolkata. The name does not itself, imply any good or bad effect on our human, cultural or economic life. It carries no message of doom, any more than of elation.” (Chaudhuri 227).

Chaudhuri’s pieces on the city of Calcutta were republished in a collection titled *View From Calcutta* and published in 2002, a year after the city was re-named Kolkata. After all, the Bengali language has used Kolkata as the name of the city in all its publications, and the occasional use of anglicized Calcutta instead of Kolkata in Bengali literary writing was inevitably to highlight anglophilism often with a satiric slant.

**Naming and Namesake**

If that is about the political and historical origins of the naming of the place and city of Gogol’s origin, then Gogol’s rather dismissive and radical prescription about choosing one’s own personal name in the concluding section of the novel is significant: “there’s no such thing as a perfect name. I think human beings should be allowed to name themselves when they turn eighteen...until then, pronouns (245)

Cultural anthropologists have studied the basic human urges in all cultures about naming of children and have identified this urge as a cultural universal: “Research has failed to reveal a single society which does not bestow personal names upon its members.

Apparently, names and the process through which names are given are considered to be important to humankind.” (Bengal Studies 88). Consequently, first names, pet names and last names are the DNA of the social organism called community. Just a strand of letters carries an incredible amount of vital information in terms of a person’s social heredity; from a single word, it is often possible to determine a person’s gender, education level, social and economic status, language, religious preference, sense of aesthetics and values, political inclinations, nationality, age (in terms of historic period), and sometimes even birth sequence. Like DNA, “names not only reflect the inheritance of the past, but in a general sense, they map out expectations and possibilities of the future” (Bengal Studies 90).

The problem of naming seems to sum up the ambivalence of identity. The absence of a name is the point of potentiality at which the diasporic subject can be either recognised as cut adrift, absent from the
nation, or launched into the possibility of new life. Gogol is the name that invokes a past of great meaning to the father, one he refuses to or fails to share with his son. But it is a meaning that refuses to invoke a tradition, a culture, a shared identity. When the boy begins school the parents want his official name to be Nikhil, but Gogol knows himself a Gogol and that becomes his official given name. But the growing boy’s dissatisfaction with the name he had preferred as a child, as he discovers the history of the name, leads to his renaming himself in a way that will announce his individuality, his belonging to the present of American culture. But the name he chooses is the traditional name originally given to him by his parents. The ambivalence of Nikhil’s identity creates ambivalence in the book. Is it pessimistic? Is Nikhil confused? Is this the indication of homelessness and loss? The name he chooses as the signifier of his emergence into home is the very signifier that confirms his connection to the past. But it is a past he has reconstructed by choosing a name. The past thus becomes the medium of transformation, the medium of the future.

Nikhil’s name is predicated on an unnaming and in this sense the name itself can be seen to embody the continual potentiality for unnaming. Names are those signs which identity in an apparently absolute fixity. The name is not just the subject, but also the subject’s fixity in family, nation and ethnicity. The Name stands for the illusion of an irreducible identity that locates this particular subject, this particular subjectivity and no other. But when the name is imbricated with unnaming, when the sign is both the name and the unnaming, it invests the subject with an absolute potentiality that is the potentiality of subjectivity itself. This potentiality is paradoxically represented in the choice of the name that has been chosen. It is the transformation of the past into the future as an absolute potentiality. The name in this narrative cannot help becoming a metaphor for subjectivity, but it does so by implicating the productive and significatory operation of memory. Memory is that medium in which utopia can either dissolve into nostalgia or become the mode of transformation. Memory is the smooth space that flows through and around the striated space of history, the space of the nation state and all structures of fixed identity. Ironically, memory, through the medium of literature, becomes the vehicle of potentiality rather than stasis. This is the potentiality of return, when the past adumbrates a future that transforms the present. This space of transformation, this space of literature, is the smooth space of the transnation (Sen & Chakravarti 20-22) (Published in Narrating the (Trans) Nation: The Dialectic of Culture and Identity ed, Sen and Chakravarti, Kolkata: Dasgupta & Co Pvt Ltd., 2008)

In an article on Shakespeare and its relevance in modern times the critic reads Gogol’s preferred first name Nikhil as an anagram of Nikolai, (obviously inspired by Nikolai Gogol) apart from the fact that the intended anagram is to all purposes a flawed anagram and its positioning in the essay that deals with an entirely unrelated subject is irrelevant. See Sengupta, Samrat “Hauntology: Shakespeare and the Predicament of Modern man” in Journal of Humanities and Social Sciences 141-149, No 4, Oct 2007

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A DIASPORIC STUDY IN CHIMAMANDA NGOZIADICHIE’S SHORT STORY

THE THINGS AROUND YOUR NECK

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Abstract

Chimamanda Ngozi Adichie was born on 15th September, 1977 in Enugu, Nigeria. She is a staunch feminist short story writer. She influenced by Chinua Achebe and V.S.Naipaul. She received a “Best book –Sellers Award” and “Common Wealth Book Critics Circle Awards” for her works like purple hibiscus, Americanannah and Half of a Yellow Sun. Thing Around Your Neck (2009) is a collection of short story by Adichie. This paper analyses of the three entitled stories from the collection of story ‘Thing Around Your Neck’. The three stories are portrays the life of three Young Igbo women who left their own identity in their homeland and try to find a root for their new identity in the alien land. Here, while analyses of these two characters (Chinaza and Nkem) that can able to accept their new life in America but they are troubled to live in alien land with their husband. On the otherside the character ‘Akunna’ was sexually abused by her own uncle in America. So she lives a supportless life. She was unable to express her deep sorrow of her to anyone. While the other two character were unstable in finding a root to overcome the in securable state. To conclude, to lead a happy life, women in such a society must have the courage to break the bond of love which is under the male domination.

Key Words: Racism, Gender inequality, Male domination, Lonliness.

Origin

The genre of Short Story, its origin and its style of telling tales began from ancient period. In the past three hundred years, it has been changed into fantastic and unstable one. Later, fiction represents the voice to universal truth. But present tales are difficult to read the values through the expressions. Hence, there are three main qualities that make short story to be flourished, first thing brevity and second thing compensation of consequences of shortness and interaction between first and second. Time, Tone, subject matter and its plot carries the whole meaning. Sometimes Irony also occurs widely in the range of human attitudes. If the authors tone has humoristic way that readers would be appealed to enjoy the fun associated with characters. Then, Africans used music techniques for storytelling. Being African does not mean false of realities or ignoring the problems in African for the sake of arts but engaging the issues using the primary vehicle of oral literature and transposing this in written form. Thus, the voices are being heard in the open square of the world. The New African writer’s told their story that inherent African has been universal in nature.

Nigerian Literature how the oral tradition has began that pioneered literal past events. In the Fifteenth century, Northern Nigeria has introduced written traditions. In 1940's to 1960's outstanding writers of this era, they have written about basic African problems like colonialism. In the research upon the Nigerian author Chimamanda Ngozi Adichie was born on 1977, Nigeria. She was influenced by Chinua Achebe. She has been staunch feminist and uses her work that away to work through the misogyny. In the many ways, Adichie has become a guiding compass and voice on issue relevant to Africa. His works have changed the societal values and explains about an individual struggling to find a place in this environment. Wole Soyinka has exploits the Nigerian politics and takes risk personally and other writers who achieved. He looks at his life and its experience, thoughts about African and Nigeria.

Summary

In the Study on Adichie’s collection of short story The Thing Around Your Neck dealt with Nigerians who migrant to United States and how they face conflicts. The tales entitled Imitation brings out Benin masks and Ife Bronze head in Nkem's home in America. She could not help her life from becoming that of her husband Obiora’s life. She discovers his girlfriend has been keeping one in Nigeria where she stays.
longer for his business activities. It illustrated the kind of life; the social cycle of Nigerian immigrants who live in America.

Where the role-model of them will imitate the citizens who speak English, so foreign from what they are used at home. The news about home always reached them phone and media. It has been published first in Other Voice, non-profit literary magazines. In the other tales of The Arrangers of Marriage, a newly married woman arrives in New York City with her husband. She finds it is unable to accept his rejection of their Nigerian Identity She will always have to struggle it while in the foreign lands. It was first published in Magazines as New Husband in Lowe Review. In the final tales of Thing Around Your Neck, a woman named Akunna gains to sought after American Visa and goes to live with her uncle but he molests her and she ends up working as a waitress in Connecticut. She never knew that she has to get ready for the challenge that lies ahead in the foreign land. The narrator is the victim who sets out to narrate. She realizes that America is more different from what she knows it to be. She begins her fighting for survival amidst it all. It is first published in the magazine Prospect. In these tales, characters are showed in High-mimetic mode and also used Second person narration as 'You' has been used in each women character by Adichie. Her innovative style attracted the readers.

Literally, post colonialism referred to the period that following the decline of colonialism by the domination of European empires. Among the many challenges, facing the postcolonial writers are the attempts both to resurrect their culture and to combat preconceptions about their culture. During the cold war era, people from third world countries became refugees in UK, USA and other European countries. In the former colonies of people who has explored through their writings and they discussed the problem and consequences’ of colonization and decolonization. A Major figures include Edward Said, Homi Bhabha, Frantz Fanon, Gayatri Spivak, Chinua Achebe, Wole Soyinka, Salman Rushdie, Jamaica Kincaid, and BuchiEmecheta.

A research on this tales applied the Diasporas elements and analyzed it. Defined as Diaspora, it has first started in Romans who put down Jewish revolt and destruct Jerusalem. After destruction of Jerusalem, many Jews joined the exits of Diaspora in Babylonia and others spread to northern parts of Europe. It helps to emerge the subject that have homogenous and collective identities bound together by shared feelings of alienation and nostalgia for longing of origin homelands.

Analysis with Theory

Robin Cohen, William Safran and Nicholas Van Hear defined the common elements in all form of Diaspora that people who live outside they imagined that natural territories and recognize their traditional homelands are reflected deeply in languages they speak too, religions they adopt and the culture they produce. It is conflicts which happen to the immigrants problem as they live in the new culture which need some adaption to settle with new culture. Justify the link with analysis of tales with elements like, In Safran’s view to be applied in Imitation story that “treasuring the collective of past.” Nkem recalls the past about how she had come to America to have the baby at first time she had excited proudly because she had married into converted League, the Rich Nigerian Men who sent their wives to America to have their babies League. Whenever he meant to say as “We” that things she likes it. She had never imagined that her children would go to school sit at side by side with white children whose parents owned mansions on lonely hills; she never imagined this to be life of the her children. She recalls about how her husband Obiora calls her as mermaids eyes because he thinks that mermaids are not angels but the most beautiful creatures. But she feels missed of her home, friends, tone of the language of Igbo and Yoruba Whenever snow covered the yellow fire hydrant on the street, she missed the Lagos sun which stared down even when it rained. Sometimes, she wanted move to back home.
"Her face has always made people talk—how perfectly oval it is, how flawless the dark skin but Obiora calling her eyes mermaid eyes used to make feel newly beautiful, as though the compliment gave her another set of eyes”.

To be applied Cohen’s view in The Arrangers of Marriage: “A troubled relationship with host societies, suggesting a lack of acceptance or possibility that another calamity might befall the group.”
The persistent stress of Chinaza’s husband did not a get any freedom from him. She wondered on the system of getting tickets in bus. She remembered how it happened in Nigeria and he blamed the behavior of the natives. She compared her food with this to her native place and felt that nutrients were lost in the food which they eat in America. She says that tomatoes in the pizza were not cooked. But he told that it was overcooked there and had lost its nutrients. To be applied of Cohen's view in Thing Around Your Neck: “Expansion from a homeland in search of work, in pursuit of trade or to further colonial ambitions.”

Here Akunna was centre character of this story, she walked into the restaurants with the bright and clean roof canvas and she would work for two dollars less than the other waitresses. Juan was the manger who had inky-black hair and smiled with gold tooth. He told that he never had a Nigerian employee but worker He did not like all the taxes which they were making him to pay. But sometimes she sat on the lumpy mattress with her twin bed which remains about her home her aunts who hawked dried fish and cajoling customers to buy.

Adichie writes very specifically about Nigeria even then the stories have a universal appeal. The story is told in second person narration, so that ‘You’ becomes any Nigerian immigrant woman. She is not just interested in the diasporas’ experience. Her tales portray of power the struggle of characters, their realization or their choice they take in their lives by Isobel Dixon. The work proves treasure of timeless to be insights into one of African’s best contemporary writers. Adichie’s subjects are often far from home; alienated from the comforting familiarity of place and culture by violence, fear or the hope of a better life. But she writes with an economy and precision that wakes the strange seem familiar, she makes storytelling as easy way as birdsong.

Conclusion

A Black women character has choke up their neck by male dominances in the name of protection. They cannot escape from their trap. The motive of both the characters to escape from new culture and society but they were traps in the hands of male dominant and their husbands already blend.

Akunna too had no goal in life and as she did not know about the death of her father and did about communicate with family, she never react it all for return to her homeland. As women has to spoke up for their needs and to breaks up the bond of dominance around her neck that choked always.

Work Cited

Introduction

The term Neolithic is used especially in archaeology and anthropology to designate a stage of cultural evolution or technological development characterized by the use of stone tools, the existence of settle villages largely dependent on domesticated plants and animals and the presence of such crafts as pottery and weaving. The domestication of plants and animals usually distinguishes Neolithic culture. This article is one of the segment of Ph.D research article of scholar explain the Neolithic Culture of Pandya Country as such.

Neolithic Culture of Pandya Country

In Tamilnadu, this stage the termination of the Neolithic period is marked by such innovation of metal tools or writing. Again the criteria vary with each case. The earliest known development of Neolithic Culture was between 8000 B.C.E and 6000 B.C. The Neolithic age was a very brief one compared to its predecessor. It occupied only period of about 1500 years, flourishing from about 2500 B.C.E to about 900 B.C.E

From a food – gathering wanderer he became a food producer leading a semi settled life. He learnt cattle breading and polishing of his tools. He made earthenware pots for storing as well as religious purposes. Several Paleolithic settlements shade off gradually into Neolithic ones. The marked features of the Neolithic age were settled life, improved implements, and beginnings of agriculture and domestication of animals. The tools in this age largely differed from those of the preceding age. The material is also different, while the Paleolithic men seem to have preferred fine – grained quartzite, the stone executed with wooden handle gave man mastery over thick woods and wild animals. Then a revolution came not nearly in the way in which man made of finished his stone tools, but also in the entire mode of his lie. Tools in former times were fashioned by fracturing the delicately chipping suitable blocks of stone. But, now man invented the finer art of rubbing or grinding his tools or stone until the latter came to have superior working edge. The Neolithic age slowly gave way to a more advanced stage of growth in the metal age. We cannot say how long the Neolithic age continued in various parts of the Country. The Neolithic men disposed their dead in a better manner, men cared for the dead and gave them decent and socially recognized, honorable burial, they left food for the dead, and sometimes also interred the objects which the individual had used in life were put in huge urns and then buried. Tombs were built over the grave. An extensive cemetery with an area of fourteen acres was found at Adichanallur.

Neolithic is characterized by typical Neolithic ground stone and blade industries, pottery, terracotta figurines of bull and remains of human and animal bones. The characteristic type mainly comprise blades, guide flakes and geometrical forms. The raw material include chart, chalcedony – opal and quartz, the other material finds, mention may be made of polished stone implements, blades and remains of human and animal bones. It is characterized by the occurrence of pottery, Neolithic blade industry, ground and pecked stone implements, bone tools and human and animal remains. No metal is associated with this phase.

Tools from the excavation comprise blades, backed blades and lunettes. Besides cores and flakes are also reported. The ground and pecked stone industries comprise rubber, grinders and hammers. Edge
tools are almost absent. However, a few are reported from surface collections. Nearly all the tools are crudely made and are highly worn. It is evident that in a very large number of cases they must have occupied the old Neolithic village sites and the Celts and other stone implements are now mixed up with the highly polished and brightly coloured shreds of the later aged earthenware.

**Life Style of People**

There are certain traits in the Neolithic culture, which help us in considering the same as the concluding phase of the Stone Age cultures. The first among them relates to the economy of the people. They were no more food gatherers, but food producers. Their economy was based on agriculture, supplemented by the rearing of cattle, sheep and goat, as also fishing, hunting and gathering of forest products. This rural economy of the Neolithic folk, under which they had greater control over their food supply, appears to have been stable and unchanged except for certain improvements they may have had devised consequent on the surplus. Yield both in agriculture produce and in dairy products in this surplus economy would have naturally given rise to storage problems and this led to the production of storage jars. Thus pottery becomes an important feature of the Neolithic age. The pottery of this age enables one to distinguish two phases in the cultural evolution.

**Dwelling**

The Neolithic people of Pandya Country lived a settled community life, which they preferred to settle at the foot or on the terrace of the hills with natural caverns. But that they did not live in the rock shelters or caverns, is evident because there is no cultural debris in them. However, one can infer from the evidence of the pottery and some tools collected from caverns that they used them as temporary resorts, the Neolithic people lived in pit houses, and obviously this evidence poses some questions, what circumstances made the people of this region to prefer this type of dwelling. When their other culture equipment were similar to their counterparts, the dwelling pits are roughly oval, circular or oblong on plan, with longer axis along the cardinal points and of varying depths. They were dug into the natural soil. It was observed that one of the pits was partitioned into by a row of stones. The houses had rammed earth floors and were provided with a landing or ramp like approach on one side, the post holes around the dwelling pits suggest the existence of stone thatched superstructure over them.

The pit houses were lined with stones for production from rainwater. The root might have been conical (or circular) in shape. The circular houses of course without pits, are still popular among the Sherry hill range. It can therefore be inferred that the Neolithic times to this day, that the traditions diehard. However, it must be remembered that the above observations hold good only in the case of the Neolithic culture represented by the grey ware and a blade industry with a bias to the parallel-sided blades no site of the Neolithic culture dominated by the red ware has so far been excavated the limited thickness (10 to 15cm) of the occupation at deposit the sites of this culture without any ashy patches, raises doubt about the permanent nature of the settlements.

**Dress**

The dress of the Neolithic man also for a long time, but he also learnt the art of making cloth very soon. Cloth was made out of a fibrous vegetation skin. Gradually weaving cloth out of cotton was learnt. Cotton was widely grown in South India. The Neolithic man had a delicate colour perception on red. They also decorated themselves with beads and bangles of shell and bone. A specimen discovered in the Salem district reveals that the ladies of the Neolithic age dressed their hair in different attractive styles. A comb made of wood has been discovered embedded in white ash in a Neolithic site. The first man seem to have plaited textiles as they plaited straw by interlacing one fibre with another. They pierced
holes into animal skins, and abound the skins with coarse fibers passing through the holes as with the corsets of yesterday and all the shoes of today. Gradually the fibers were refined into thread, and sewing became one of the major arts of women kind. They having made needless and pons man began to weave or beginning to weave. No longer content to cloth himself with the furs and hides of beast, he wore the wool of the sheep and the fibres found in the plant into garments from which came the robs of the Hindu. All these indicate that the Neolithic man was far advanced in his civilization. He evidently adopted better techniques of civilization than their predecessors.

Agriculture

Agriculture meant more settled life and development. Subsidiary occupations like carpentry, crafts and trade, the remains show that the Neolithic people ate wheat, millet, rye, barley, oats and rice. Adichanallur excavation evident that many of the vessels contained rice and millet seeds. Pulses and fruits were produced along with various types of tubers or roots. Besides one hundred and twenty kinds of fruits and many varieties of nuts, which were wild formerly in South India, came to be cultivated. All this does not mean that food production superseded food gathering all on a sudden. Many hunting tribes took to cattle breeding on agriculture to supplement their food, while hunting became a specialized activity of a group in each pastoral or agricultural tribe. And such of those hunting tribes who refused became participants in this revolution and stuck to their old beliefs and habits remained as pure hunters isolated from the others. Neolithic clans and tribes for the most part formed settled communities with a stable economic base. Inequality had already begun to develop within these communities, but class stratification did not yet. The new living conditions were also reflected in religious practices.

Pottery

In the Neolithic settlements of Pandya Country huge relics of Neolithic pottery have been discovered. They made the earthen pottery at first. There seemed to be no kilns. They burnt the pottery in open fires. Later on kilns were developed to bake them. The pottery was plain and decorated with paintings. Their pottery included burial urns, vases, bowls figurines, lothas, cups, circular dishes huge urns, saucers, pots with long neck and wide mouth concave pots, convex plates and pot lids, black ware, red ware, black and red ware, red slipped ware, coarse red ware, rouletted ware, lamps and libation vessels. Potters wheel seems to be of a later development. The skill of the potter consisted in finding out how to control and utilize this chemical change. One should select and prepare clay, wet pot gently in sun and heat it in fire up to the heating point. In the process of firing the clay changes its color into black, red or grey depending on the composition of the clay and the process of firing, the potter can even apply painted patterns with a brush on specially prepared clays.

Manufacture of Stone Artefacts

The materials and the technique of manufacture of such tools are worth considering. In this pre-historic technology observes that, the development of productive means and technical practices, wider economic demands and the manufacture of substantial ground tools created the sources of stone. At this time most simple rock mining arose at of quartzite, chart, diorite, basalt and even nephrite. The process and technique of making Neolithic tools may be explained in some details.

Manufacture of Neolithic tools involved three prime processes viz., flaking, pecking and grinding which may be further described as involving as many as five stages in their completion, namely : i) rough flaking, ii) fine flaking, iii) pecking or hammer dressing, iv) edge grinding and v) overall grinding. After selecting a stone of suitable size and shape depending upon the intention of craftsman desiring to...
make the particular tool (axe or adze) the stone piece is subjected to rough flaking. The tools having assumed a rough shape, the next stage would be to sharpen the edges to some extent. This is known as fine flaking similar to the manner of controlled flaking and retouching of the earlier Stone Age stage of the Old Stone Age tools and for this purpose small cylindrical hammers seem to have been used. If this process on either a hammer of a fabricated one is used, all the blows are delivered at right angles to the surface to be pecked and each blow would naturally leave a small hole. Each blow dislodged particles of stone when projections and bulges got smoothened. This process is important for bringing the tool in the desired form and shape before it is finally polished and taken away as a finished tool. The ultimate stage is polishing. In this process of polishing or grinding or grinding the previous stage of pecking is not absolutely necessary but since that would reduce some labor. The slight projections are evened out before resorting to grinding. The edges are further sharpened on a hone, whetstone or fine-grained lime or clay stand stones.

Disposal of the Dead

In the Neolithic period archaeological sites with religious implications were numerous and also more diverse. Almost all of them were burial grounds. An enormous number of Neolithic burials have been unearthed. In most cases the ritual nature of burial practices and their connection with religious conceptions are obvious. Household articles, ornaments, tools, weapons and containers apparently filled with food are always found in burial sites along with the corpse. People clearly believed that all these objects were needed by the deceased in their afterlife.

A careful examination of several burial sites discovered in the study area, reveal that the Neolithic man buried the dead in mud pits or placed the dead in pots before burial. The corpse were placed in the sitting posture in an earthenware pot and then the pot was let into the pit. The pit was half-filled with sand. Rice and other grains on a tray were placed before the dead. Tools of stone were also inserted at the sides of the pot. More sand was poured after that into the pot till it was full. The pot was covered by an earthen lid, the pot was placed in the pit and was filled with sand. Then a stone slab was placed on it. Then the pit was filled with sand and the pit was covered with another slab. The Neolithic graves were oval shaped. Thus the Neolithic man developed himself stage by stage and even entered into metallic age. A Neolithic cemetery containing fifty four tombs was discovered in the area of fourteen acres found at Adichanallur in Tirunelveli district.

Tools

The Neolithic tools were of superior variety. They were chisels, hammers, corn – crusher, cylinders, mace – heads, mealing plates, and net sinkers and so on. They were made of trap – rock. It is tougher and tenacious than quartzite, it can be well polished, though they selected the pebbles for making tools and saved labour. Later on they procured their work material from the fragments of rock in suitable size and shape. These tools both from the factory and habitation sites from Tamilnadu consists of axes, adzes, chisels, wedges, hammer stones, rubber – stones, points, choppers blade flakes, fabricators, pallets, mullets, querns, etc. Axes are of the pointed, truncated and rounded butt – ended varieties. In shape, they are triangular. Axes are either isosceles or asymmetrical or irregular in character. Their cross-sections are lenticular plan convex, ovaloid, biconvex and circular. They have beveled – convex, beveled and even straight cutting edges. Materials used for making the axes are dolerite and schist. Among the axes only one specimen appears to have been reused.
Types of Tools

Trapezoidal

Trapezoidal in many way can be taken to be transitional to the lunate. As the name would signify, it is formed by breaking a blade in the form of a trapezoidal. The shorter three sides of the quadrilateral are steeply retouched while the longest side retains the original sharp cutting edge of the blade. A trapezoidal without opposite sides being parallel has been called simply a trapezoid on the other hand, the trapezoidal, where the length between the cutting edge and its posterior border is considerably more than the distance between the lateral borders, have been called transverse arrowheads.

Hammer Stone

It is difficult to say whether the specimen is peeled or has rough natural even surface, as it is deeply paginated. It is bi-convex in transverse cross section. It has pointed butt end and is almost isosceles triangle in form with elongated sides the working and is broad and slightly curved. This resembles the hammer stone of the pecked and ground stone industry.

Core tools

The smallest of the hand axes, of bluish quartzite, core tool with large flake-scars on both sides and with a jagged tree – flaked butt – end. Has sharp sides and pointed tip. Core tool on very difficult dirty cherty material, fractured across and with a geode of quartz – crystals. Trimmed on both sides with feather edge flaking and resolving as in having a biconvex cross – section.

Pointed Butt

The better – finished bifaces this is a tool made on a cortical flake but with the pebble – surface secondarily worked out except near the butt. The underside is a concave flake – surface. Secondary chipping and step – flaking technique. Sharp knife – edges are obtained on either margin and the tip of the tool itself is thin and pointed. Small flake tool with pointed tip, carefully timed sides and thin cross – section.

Oval Cross

Oval Cross – section This is a flake oval, which has a thin cross – section all along a concave ventral primary flake – surface produced a smoothly – chipped dorsal side. Oval tool on black flint, paginated to a dull cream color with the top and bottom edges broken, exposing the flint. The tool is flatly chipped all over the dorsal and ventral surfaces and has a sharp margin all around. It is flat biconvex in cross – section.

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"நிதியியலின் பல்லவ பரங்க பாதுகாப்பிற்கு புரட்சியுடன்" (டேவல் -  டேவல்  231)  காலமை.

காலமை உன்னு பல்லவ அறிவியல் சேவையர். பல்லவ பல்லவ நூற்றாண்டுகளுக்கு முன்வரை மேம்பாட்டுக்கு அடுத்த காலமைகள் கலந்து கொண்டுள்ளன. காலமை பல்லவ உருவான இந்துக் காலமையான குறிப்பிட்டு நூற்றாண்டுகள் மேம்பாட்டுக்கு அடுத்த காலமைகள் கொண்டிருக்கும் மேம்பாட்டுக்கு அடுத்த காலமைகள் நிறைவு மேம்பாட்டுக்கு அடுத்த காலமைகள் நிறைவு

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Sri Vijay Vidyalaya College of Arts and Science (Women), Dharmapuri
"நவக்கதர் பெருவாலியாது" (Gw-192) என்றுக்கு நம்பியுள்ளே தமிழ் பேசியாளரின் போது, போல், செய்து, செய்து கூற்றுணர்வின் பி குறிக்கோரியாடும், குறிப்பிட்டுக்படுவதற்கு. அங்கு அண்மையான சார்புபாட்டில் ஆரம்பிக்கப்பட்டுள்ளது, அல்லது உயர்ந்த நிலையுடையதோ இந்துறை. 

நொர்வேனியா உள்ளது ஆண் செய்தியை அணு சிற்றியர்கள். ஆண் பாதிப் பாதுகாப்பு கருத்த அல்லது. 

"குரு அணியும் காற்றிற் நோக்கு" 

"நடப்துக் குறுத்து 

அரோக்யசாஸ்கரம் பிளரினால்

பாள் நாரியத் தரிப்பிட்டுக்கு (L-57)

சாத்திரிக் சார்புகள் குறிப்பிட்டு எடுக்கும் மற்றும் குறிப்பிட்டு எடுக்கும்.

பாட்டியாளை அறிக்கையாளரின் 

பாடல் பின்னம்

"நடப்துக் குறுத்து இலக்குனர்" (L-146)

மாணு நிலையாளர் பூந்தை சோடா கருத்த வலியும் குறிப்பிட்டு எடுக்கும். திருத்தக் கல்லூரி குறிப்பிட்டு எடுக்கும் பல நூற்றாண்டுகளுக்கு முன்னர் எடுக்கும்.

புத்தூர்

புத்தூர் கனவு கொண்டும் பெருமையற்ற வெளியில் புத்தூர் கனவு கொண்டும் பெருமையற்ற வெளியில் புத்தூர் கனவு கொண்டும் பெருமையற்ற வெளியில் புத்தூர் கனவு கொண்டும் பெருமையற்ற வெளியில் புத்தூர் கனவு கொண்டும் பெருமையற்ற வெளியில் புத்தூர் கனவு கொண்டும் பெருமையற்ற வெளியில்.

"துற்றப்பாடல்

புத்தூர் உரையாளர்களின்

எண்ணி கல்லூரி

"துற்றப்பாடல் இற்று இலக்குனர்" (L-154)

சாத்திரிக் சார்புகள் குறிப்பிட்டு எடுக்கும் என்பதாயிருக்கும். அறிக்கையாளரின் என்பதாயிருக்கும். திருத்தக்கல்லூரி உரையாளரின் என எடுக்கும்.

பாதுக

பாதுகாப்பை கொண்டுபடுத்தும் பெருமையற்ற வெளியில் பருவமலர். என்பதாயிருக்கும் பெருமையற்ற வெளியில் பருவமலர். என்பதாயிருக்கும் பெருமையற்ற வெளியில் பருவமலர். என்பதாயிருக்கும் பெருமையற்ற வெளியில் பருவமலர். என்பதாயிருக்கும் பெருமையற்ற வெளியில் பருவமலர். என்பதாயிருக்கும் பெருமையற்ற வெளியில் பருவமலர்.
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"தமிழ் ஆலயங்கள் அலையியில்
துவருடத் சாலைமுறை (U-54)

விஜய இன்றியால்சு. எவருடன் சுமாரியிகுறிகள் உள்ளன. எவருடன் அவர்களை பற்றி விளக்க விளக்கம். ஊர்களுக்கு அவர்கள் சாலையில் இருந்து குறிப்பிட்டலைப் பெறும் சாலையில் உள்ளன. ஐருகர் ஊர்கள்க்கு சாலையில் குறிப்பிட்டலைப் பெறும் சாலையில் உள்ளன. ஐருகர் ஊர்கள் இன்றியங்கள் அவர்களை விளக்கம். ஐருகர் ஊர்கள் பற்றி விளக்கம் அவர்களை விளக்கம்.

"கோலையில்
காலம் கிளம்புமதிகம்
பழம்பீட்டிக்குத்
செய்திகளைப்
பருவால்
பொதுமகம்
காலம் கிளம்புமதிகம்
(உ -58)

விஜயவுக்கு பொத்துமகம் விளக்கம் என்னைதுக்கு பதிமன் விளக்கப்பட்டது. ஐருகர் ஊர்கள் கிளம்புமதிகம் காலம் செய்திகளைப் பருவால். பொதுமகம் காலம் கிளம்புமதிகம் விளக்கம் என்னைதுக்கு பதிமன் விளக்கப்பட்டது. ஐருகர் ஊர்கள் கிளம்புமதிகம் விளக்கம் என்னைதுக்கு பதிமன் விளக்கப்பட்டது. ஐருகர் ஊர்கள் கிளம்புமதிகம் விளக்கம் என்னைதுக்கு பதிமன் விளக்கப்பட்டது.

பயன்படுத்தல்

இதன் பயன்படுத்தல் என்னைதுக்கு பதிமன் விளக்கம் என்னைதுக்கு பதிமன் விளக்கம் என்னைதுக்கு பதிமன் விளக்கம் என்னைதுக்கு பதிமன் விளக்கம் என்னைதுக்கு பதிமன் விளக்கம். என்னைதுக்கு பதிமன் விளக்கம் என்னைதுக்கு பதிமன் விளக்கம் என்னைதுக்கு பதிமன் விளக்கம் என்னைதுக்கு பதிமன் விளக்கம்.
"நொதொரளத்துரை வேலை கவனம் கையேற்றினரால் நேர்கைக்கட்டளையானது" (La 145)

அண்டாகானின் ஆத்மாநாயகம் நறுகோபர் வைகளெரணாகாத நாளையாக. ஆசையா பொதுமக்கள் குறுகையின் தொன்மை புரட்டும் வைகளெரணாகாதார நாளையாக. தொன்மை நூற்றுகிழக்கு வரிசையின் நூற்றுகிழக்கு பாதுகையில் வைகளெரணாகாதார நாளையாக.

குறுகை வைகளெரணாகாதார நாளையாகாத நாளையாக. தொன்மை பொதுமக்கள் வைகளெரணாகாத நாளையாக. தொன்மை வைகளெரணாகாதார நாளையாக. தொன்மை வைகளெரணாகாதார நாளையாக.

புதுக்கோட்டம்

அண்டாகானின் அயக்காக கவனம் புரட்டுமாறு கவனம்பறுவிராம நைல்ரகா, ஆசையாயம், கோலையில் புரட்டுமாறு நைல்ரகா கவனம்பறுவி. பறுவி நைல்ரகா கவனம்பறுவிற்குப் பறுவி வைகளெரணாகாத நாளையாக அயக்காக பறுவி அயக்காக நைல்ரகா கவனம்பறுவி. பறுவி நைல்ரகா கவனம்பறுவி. பறுவி நைல்ரகா கவனம்பறுவி. பறுவி நைல்ரகா கவனம்பறுவி.
PEARL IN NATHANIEL HAWTHORNE’S ROMANCE THE SCARLET LETTER

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Abstract

In The Scarlet Letter, Hawthorne portrays one of the most enigmatic child figures in American literature. Although she is an illegitimate daughter of Hester Prynne and Arthur Dimmesdale, Pearl plays an important role more as a dynamic force of moral guardian than a static symbol of sin in the plot. The purpose of this article is to present the aspects of Pearl’s preternatural character, the functions that she performs in the plot, and the reasons why Pearl could achieve these in Hawthorne’s romance.

Key Words: Hawthorne, The Scarlet Letter, Pearl, Preternatural, Moral Guardian, American Romance

Introduction

In the discussion of Nathaniel Hawthorne’s The Scarlet Letter, little attention has been given to the significance of Pearl, the illegitimate daughter of Hester Prynne and Arthur Dimmesdale. Pearl is presented, mentioned, or discussed in all but four of the twenty-three chapters of the novel (i.e. chaps. I, IX, XI, XVII) and in the conclusion. The narrator’s extensive treatment of the child, his careful delineation of her physical and spiritual qualities, his presentation of her in juxtaposition to both Hester and Dimmesdale, and his use of her in the crucial scenes (the forest scene and the three pillory scenes) seem to justify an assumption that she is more than a passive link between her father and mother and more than a symbol of sin. As the most ambiguous character in this novel, she plays an important role more as a dynamic force than a static symbol in the plot. The purpose of this article is to present the aspects of Pearl's character, the functions that she performs in the plot, and the reasons why Pearl could achieve these in Hawthorne's romance.

Pearl: The Living Hieroglyphic

In The Scarlet Letter, Hawthorne tells us that Pearl is more than a link between Hester Prynne and Arthur Dimmesdale, and warns us that we shall have difficulties in understanding the plot unless we can interpret Pearl properly.

“[Pearl] was visible the tie that united them. She had been offered to the world, these seven years past, as the living hieroglyphic, in which was revealed the secret they so darkly sought to hide, — all 33 written in this symbol, — all plainly manifest, — had there been a prophet or magician skilled to read the character of flame!” (TSL 296)

Certainly Hawthorne’s reference to Pearl as a hieroglyphic suggests that this character of flame will be a challenge to decipher.

On the one hand, Pearl is the symbol of her parents’ sin because of her identity as the illegitimate child. Child of Hester and Dimmesdale, she serves as a —messenger of anguish (TSL 339). Just as Hester says, she is —the scarlet letter in another form; the scarlet letter endowed with life! and —the emblem of her guilt and torture (TSL 204-205). On the other hand, she serves as —the connecting link (TSL 251) and —an electric chain (TSL 250) between Hester and Dimmesdale. That means she is the embodiment of her parents’ true love and passion. Because the love between Hester and Dimmesdale is the oneness of their being, Hawthorne can therefore prophesy their salvation through his comment on Pearl:

“And Pearl was the oneness of their being. Be the foregone evil what it might, how could they doubt that their earthly lives and future destinies were conjoined, when they beheld at once the material union, and the spiritual idea, in whom they met, and were to dwell immortally together?” (TSL 296)

Although she is a playful seven-year-old child, Pearl is precociously intelligent, bewilderingly subtle,
frighteningly independent, and penetratingly wise. Her demonstrations of perversity toward social and religious authority, her acts of hostility toward the Puritan brats, her repeated demonstrations of sympathetic interest in the Scarlet Letter on Hester’s bosom and in the minister’s gesture of pressing his hand to his breast, her precocious and ambiguous quizzing of both her parents, all these symbolic actions could only be described as preternatural.

Another important aspect of Pearl’s preternatural character is her instinct for truth. Pearl’s unconscious awareness of a blood relationship with Dimmesdale (for example, laying her cheek against his hand in the Governor’s mansion) and her recognition of Chillingworth as a “Black Man” (TSL 234) are manifestations of a child’s semi-prophetic discernment. The innocent child could see through their dissimulation. Pearl’s insight into truth is the result of her enforced contact with nature which enables her to preserve her spotless soul from society’s deleterious conventions and lies.

Hester’s dwelling on the verge of the forest, at the outskirts of the town, symbolizes her retreat from man to nature; this situation encourages Pearl’s easy association with nature. Whenever she is outdoors, particularly in the wilderness, there seems to be a conscious desire on her part to merge with nature; while on the part of nature there is a tendency to absorb Pearl. In the forest, when Hawthorne manipulates light and shade so magnificently, the sun seems to avoid Hester deliberately at first. But Pearl catches the sunshine, and —the light lingered about the lonely child, as if glad of such a playmate (TSL 276). Later even the —great black forest became the playmate of the lonely infant (TSL 294). When Pearl stands on one side of the brook, Hester and Dimmesdale summon her to the other side, Pearl seems to have melted into a natural environment, caressed by the sun, enveloped by the forest and identified with the brook. Little Pearl manifests the relationship between man and nature; her life and the life of nature are contiguous. When she is in nature, —the mother-forest, and these wild things which it nourished, all recognized a kindred wildness in the human child (TSL 295). This —wildness, however, is not the wilderness of savagery but the wilderness of innocence, just like the state of prelapsarian innocence in Adam and Eve. So Hawthorne says of Pearl, —The infant was worthy to have been brought forth in Eden (TSL 194), and records the rumor that even a wolf in the forest, responsive to her primitive innocence, —came up, and smelt of Pearl’s robe, and offered his savage head to be patted by her hand(TSL 294-295).

In Governor Bellingham’s hall, it is Pearl’s conscious kinship with nature which prompts her to respond perversely, when the Reverend Mr. Wilson asked her who had made her, —that she had not been made at all, but had been plucked by her mother off the bush of wild roses, that grew by the prison door (TSL 213). It is an answer, like her other conduct and speech, reveals her symbolism rather than her character. To express Pearl’s fundamental affinity to nature, Hawthorne inevitably chooses a flower metaphor.

Even in the Opening Chapter of The Scarlet Letter, Hawthorne Calls Our Attention

_But, on one side of the portal, and rooted almost at the threshold, was a wild rose-bush, covered, in this month of June, with its delicate gems, which might be imaged to offer their fragrance and fragile beauty to the prisoner as he went in, and to the condemned criminal as he came forth to his doom, in token that the deep heart of Nature could pity and be kind to him.’ (TSL 158)

Why does Hawthorne bring the rosebush into the story at the beginning? Prison is —the black flower of civilized society. The mark of civilization in human society symbolizes law and order. The wild rosebush, in obvious contrast, is the mark of nature. The wilderness of nature is symbolized by the rosebush. The contrast between the —wild rose-bush|| near the prison door and the prison itself introduces the conflict maintained throughout the novel between the town and the wilderness.
surrounding it. Whereas the town stands for reason and order, for the reign of law, the wilderness stands for all that is primitive, mysterious and lawless. Hester and Pearl are behind the prison door. It seems clear that Hawthorne is seeking to personify the rosebush as Hester and Pearl.

There is a lot of consistent imagery applied to Pearl. She is endowed with —natural dexterity and —native grace (TSL 194). On one occasion she is a lovely flower, possessed, a page later, with —wildflower prettiness (TSL 195). On at least five occasions she is likened to a bird: —a wild tropical bird, of rich plumage (TSL 212), a —floating sea-bird (TSL 322), and so on. On innumerable occasions she is a sprite, an imp, an elf, a dryad. Hawthorne endows her with —airy charm (TSL 189) and —elfish intelligenc (TSL 208); Pearl is hardly a human child but is an airy sprite, a little elf gathering handfuls of wild flowers. Mistress Hibbins suggests that the child is of the —lineage of the Prince of the Air! (TSL 327)

The characterization of Pearl is not simple but profound and complex. Pearl is not only a real child, but a child of nature. Hawthorn leaves it in no doubt as to the significance of Pearl’s identification with nature. But, Pearl is more than the child of nature. Some supernatural elements must speak through her. Hawthorne says, —We have as yet hardly spoken of the infant; that little creature, whose innocent life had sprung, by the inscrutable decree of Providence, a lovely and immortal flower, out the rank luxuriance of a guilty passion (TSL 194). Even Dimmesdale says, —In Pearl’s young beauty, as in the wrinkled witch, it has a preternatural effect (TSL 299). It is her distinctive preternatural feature enables her to perform her function as a moral guardian to Hester and Dimmesdale.

Pearl’s Function: A Moral Guardian

Pearl plays a very important role in the story. She is an efficient cause of the salvation of Hester and Dimmesdale and particularly provides the motivation for the public confession of Dimmesdale.

Hawthorne stresses the moral rather than the biological importance to Pearl of her human origin:

The child could not be made amenable to rules. In giving her existence, a great law had been broken; and the result was a being whose elements were perhaps beautiful and brilliant, but all in disorder...The mother’s impassioned state had been the medium through which were transmitted to the unborn infant the rays of its moral life: and, however white and clear originally, they had taken the deep stains of crimson and gold, the fiery luster, the black shadow, and the untempered light of the intervening substance.’ (TSL 195-196)

Pearl not only offers instinctive affiance to whatever is good in the persons around her—a trait which vividly reminds adults that the power of goodness is still present in themselves, but also makes repeated instinctive appeals to her parents to prefer spiritual goods. The changes in her moods, her conduct, and her character in the progress of the story are an index to the varying moral condition of Hester and Dimmesdale.

For Hester, Pearl’s function is to chasten and redeem her by making her feel shame and remorse and permit her to love. In Governor Bellingham’s hall, Hester tells the old Puritan magistrate,

God gave men the child!... He gave her in requital of all things else, which ye had taken from me. She is my happiness! —she is my torture, none the less! Pearl keeps me here in life! Pearl punishes me too! See ye not, she is the scarlet letter, only capable of being loved, and so endowed with a millionfold the power of retribution for my sin? (TSL 214)

Hester’s salvation is dependent upon her guiding her child to Heaven—a point that is emphasized by Dimmesdale in his defense of Hester’s right to little Pearl: ...that his boon was meant, above all
things else, to keep the mother’s soul alive, and to preserve her from blacker depths of sin into which Satan might else have sought to plunge her! Therefore it is good for this poor, sinful woman that she hath an infant immortality, a being capable of eternal joy or sorrow, confided to her care, — to be trained up by her to righteousness, — to remind her, at every moment, of her fall, — but yet to teach her, as it were by the Creator’s sacred pledge, that, if she bring the child to heaven, the child also will bring its parent thither!’ (TSL 215-216)

This means Pearl is intended by God —to connect her parent forever with the race and descent of mortals and to be finally a blessed soul in heaven (TSL 194). So the child serves the important function of keeping her mother within the magnetic chain of humanity. She enables Hester to face hardships and sufferings. She saves Hester from human isolation during the years she had been set apart to infamy. Hester’s diligence and kindness gradually changes people’s bias against her. —They had begun to look upon the scarlet letter as the token, not of that one sin, for which she had borne so long and dreary a penance, but of her many good deeds since (TSL 258). The letter A has changed its symbolic meaning from Adultery to Able, then to Admirable and Angel.

This story also traces the change within Dimmesdale from a sinner, a hypocrite, and a weak capitulator to Hester’s plea for flight and resumption of sin, to a penitent, sincere and finally strong enough to make public confession. There must be a cause for a change. Pearl plays a role of a regenerative, redemptive, disciplining power to guide the minister. She helps the transformation of Dimmesdale.

When Dimmesdale is pressed by Mr. Wilson in the first scaffold scene to exhort Hester to confess her partner in sin, the minister pinpointed the importance of an open confession: —Believe me, Hester, though he were to step down from a high place, and stand there beside thee in thy pedestal of shame, yet better were it so, than to hide a guilty heart through life (TSL 175). To these words of truth the infant in Hester’s arms reacted sympathetically by directing —its hitherto vacant gaze toward Mr. Dimmesdale and by holding —up its little arms, with a half-pleased, half-plaintive murmur (TSL 175). Pearl made a kind of appeal for the minister to recognize her and by doing so to confess his sin.

During the visit to Governor Bellingham, when Dimmesdale made an appeal to permit Hester to keep Pearl, the child made a second appeal to the minister to acknowledge her. The spirit-child, implying that she wanted Dimmesdale to acknowledge her, stole —softly toward him, and taking his hand in the grasp of both of her own, laid her cheek against it; a caress so tender, and withal so unobtrusive (TSL 216). The minister responded by laying his hand on the child’s head, hesitating an instant, and then kissing her brow (TSL 217). The minister, however, did not make the acknowledgment and old Roger Chillingworth asked, —Would it be beyond a philosopher’s research... to give a shrewd guess at the father? (TSL 217) Still Dimmesdale remained silent. Pearl —laughed, and went capering down the hall, so airil (TSL 217). This typical response of hers—a laugh—was later interpreted by Dimmesdale as mockery of him.

Perhaps here it suggests reproof and mockery because he refused to take the essential step of confession.

The second scaffold scene provides another example of Pearl’s pointing Dimmesdale towards the path of transformation. The minister, standing at midnight upon the scaffold, burdened with guilt and fears that his sin would be detected, burst into a kind of hysterical —peal of laughter (TSL 249), which was immediately responded to by a —light, childish laugh (TSL 249) of little Pearl, who was returning with her mother from the Governor’s house. At Dimmesdale’s request Hester and Pearl ascended the steps and the three stood, both Hester and Dimmesdale holding Pearl’s hands. This is the union which Hester had dreamed of—a union of her, her child, and her lover. This is the relation which Pearl had
promoted, both as a child and as a regenerative symbol. For the earthly child, the acknowledgment would mean recognition from her father; for the regenerative symbol, it would mean Dimmesdale’s confession and progress toward redemption. The minister momentarily felt the spiritual strength of confession the moment they held hands: —there came what seemed a tumultuous rush of new life, other life than his own, pouring like a torrent into his heart, and hurrying through all his veins, as if the mother and the child were communicating their vital warmth to his half-torpid system. —The three formed an electric chain (TSL 250). The natural order of father, mother and child moves Dimmesdale a step toward transformation.

The forest scene illustrates Pearl’s efforts to affect her parents’ salvation by pointing out to her mother’s and the minister’s errors in judgment and action. Pearl was across the stream from Hester and Dimmesdale when the former discarded the scarlet letter. While the child stood by the brook and gazed silently at the clergyman and then at Hester, the minister responded as if he understood the significance of the child’s disapproval: his hand —stole over his heart (TSL 298). After Hester had reassumed the scarlet letter, the child bounded across the brook and clasped Hester in her arms, —drew down her mother’s head, and kissed her brow and both her cheeks... and kissed the scarlet letter too(TSL 301) But when Hester encouraged Pearl to be friendly with the minister, the child asked succinctly, —Doth he love us? Will he go back with us, hand in hand, we three together, into the town! (TSL 301) It seems that public revelation of the real relationship among the three is to Pearl the only means of reconciliation. She was not cajoled by the promise of a future home in which the three will be together and in which Dimmesdale will love her dearly. Her only reply is again a question: —And will he always keep his hand over his heart? (TSL 301) She clearly implies that guilt will plague Dimmesdale even if he succeeds in the plans for escape which he and Hester are now formulating. Her mother, not sensing the profound implications of her questions, lightly evaded them. Pearl —would show no favor to the clergymaz (TSL 301) throughout this scene. Consequently, she stubbornly refused to show any friendliness towards the minister and grimaced with disapproval. The minister, tensed and —painfully embarrassed, but hoping that a kiss might prove a talisman to admit him into the child’s kindlier regards, bent forward, and impressed one on her brow (301). Pearl, the spiritual symbol broke away, ran to the brook and washed away his —unwelcome kiss

(TSL 301). She told him through her action that his acquiescence to Hester’s will to escape was a false answer to his problem and is distasteful to her. He would be involved in a continuation of his concealment of sin. According to the author, the minister was in a —maze when he left the forest, perhaps because of the conflict between his desire to escape with Hester and his sensing the truth which the spirit child had been trying for seven years to reveal to him and which he apparently understood at least in part during this scene. This chapter develops the motivation generated in the forest scene for the minister’s confession in the final chapter.

The final scene is at the pillory on the Election Sermon Day. After he had delivered his sermon, he left with the procession for the town hall. Passing the scaffold by which Hester was standing, he turned toward the pillory and bade both Hester and Pearl to ascend it with him. Pearl —with bird-like motion ... flew to him, and clasped her arms about his knees (TSL 335). The minister, —leaning on Hester’s shoulder|| and clasping the hand of Pearl, ascended the scaffold. The people were —appalled... as knowing that some deep life-matter... was full of anguish and repentance (TSL 337). The minister stood on the scaffold —to put in his plea of guilty at the bar of Eternal Justice (TSL 337). Then here came his final confession and his completion of the several steps for man’s transformation. His last spoken words about God show that the change in him was one of spiritual regeneration, not one of sinful capitulation. He said, —God knows; and He is merciful... Praised be his name! His will be done! (TSL 339)
At this death scene, the minister requested Pearl to kiss him, the sign of reconciliation that she had refused him in the forest. She—kissed his lips (TSL 339), as she had kissed the lips of her mother when she had restored the scarlet letter to her bosom in the forest. As a human child her—tears fell upon her father’s cheek, pledging—that she would grow up amid human joy and sorrow (TSL 339). Significantly, she was also the redemptive force in this scene. She had promoted the way of transformation as a spirit child. These foregoing scenes may be called the phase of transformation in the process of Dimmesdale’s redemption. Pearl is a powerful but hidden force urging him to good. At this level, The Scarlet Letter may be the story of man redeemed by the child. Pearl has fulfilled her function as a moral guardian on the preternatural level. From the very beginning Hawthorne makes clear the nature of Pearl’s mission to her mother: she has been sent as a blessing and as retribution to remind Hester of her fall from grace and to teach her way to heaven (TSL 216). Pearl’s mission to her father, however, has been a hidden one. Pearl, the elf-child, is the efficient cause of Dimmesdale’s public confession. The author has chosen to suggest rather than to present her function.

Hawthorne’S Romance

Why Hawthorne could present the profundity of the character Pearl and the regenerative and redemptive functions this child performs? I think the form of The Scarlet Letter should be taken into consideration. The dominant form of the nineteenth-century American novel is the romance. Joel Porte began his book on the American romance by remarking: Thanks to a series of major critical studies that have appeared in the past decade and a half, it no longer seems necessary to argue for the importance of romance as a nineteenth century American genre. Students of American literature—notably Richard Chase—have provide a solid theoretical basis for establishing that the rise and growth of fiction in this country is dominated by our authors’ conscious adherence to a tradition of non-realistic romance sharply at variance with the broadly novelistic mainstream of English writing. When there has been disagreement among recent critics as to the contours of American fiction, it has usually disputed, not the existence per se of a romance tradition, but rather the question of which authors, themes, and stylistic strategies deserve to be placed with certainty at the heart of that tradition.’ (ix)²

Porte also said, —It is no exaggeration to say that without Hawthorne there could be no firm theory of American romance. As Porte suggested, Hawthorne is the author who frequently provided the evidence supporting that the dominant form of American fiction is the romance.

As we all know, Hawthorne declared himself to be a romancer, not a novelist. He subtitled The Scarlet Letter —A Romance and introduced his fiction with preface in which he explained and even defended his use of the romance form. The study of American romance is useful to our understanding of Hawthorne’s artistic aims and our appreciation of the character Pearl in The Scarlet Letter.

Hawthorne distinguished between the novel and the romance in his well-known Preface to The House of the Seven Gables: _When a writer calls his work a Romance, it need hardly be observed that he wishes to claim a certain latitude, both as to its fashion and material, which he would not have felt himself entitled to assume, had he professed to be writing a Novel._

The latter form of composition is presumed to aim at a very minute fidelity, not merely to the possible, but to the probable and ordinary course of man’s experience. The former—while, as a work of art, it must rigidly subject itself to laws, and while it sins unpardonably, so far as it may swerve aside from the truth of the human heart—has fairly a right to present that truth under circumstances, to a great extent, of the writer’s own choosing or creation.’ (THSG: 11)¹ Both forms aim at communicating—the truth of heart, but the romance achieves its goal by representational means —of the writer’s own choosing or creation, while the novel transcribes —the probable and ordinary course of man’s
experience and is therefore restricted to—a very minute fidelity to man's daily activities. A romancer may employ the improbable and extraordinary—even the supernatural—while a novelist must conform to more realistic expectations. These statements provide evidence to the fact that the major authors in a key developmental period in American literary history were consciously striving to create fictions that were not novels, and that they were doing so according to a distinction current in their own time. Hawthorn was fully aware of what a novel is. He deliberately chose the romance to convey what he wanted to say.

In ―The Custom-House, Hawthorne suggests that romance is—a neutral territory, somewhere between the real world and fairy-land, where the Actual and the Imaginary may meet, and each imbue itself with the nature of the other (TSL 149). Hawthorne's—neutral territory, the meeting place of the actual and the imaginary, is a metaphoric definition of the romance. Hawthorne's aesthetic goal of blending the two cannot be doubted. Another evidence of such a blend is Miriam's studio in The Marble Faun:

_The room had the customary aspect of a painter's studio; one of those delightful spots that hardly seem to belong to the actual world, but rather to the outward type of a poet's haunted imagination, where there are glimpses, sketches, and half-developed hints of beings and objects grander and more beautiful than we can anywhere find in reality. (TMF 33)_

This room reflects the artist's role to blend the two realms and it is this role that Hawthorne claims for himself in the prefaces of his two romances. He states, in The Scarlet Letter, he is—creating the semblance of the world out of airy matter (TSL 150). In The House of the Seven Gables, he brings—his fancy-pictures almost into positive contact with the realities of moment (THSG 12). Hawthorne keeps the ideal and the real as his fixed points of reference in determining his artistic distance.

The primary goal of the romance is artistic distance. It differs from the novel in the extent of this distance. The study most responsible for establishing this distinction is, of course, Richard Chase's The American Novel and its Tradition.

In that enormously influential book, Chase differentiated the American novel from the British—novel by saying that there was an observable American variant more properly called a romance. It was Chase who labeled it. Chase said, —Being less committed to the immediate rendition of reality than the novel, the romance will more freely veer toward mythic, allegorical, and symbolistic forms. Hawthorne's romance form allows him to embody his major thematic concerns. He has more freedom to follow the nature of heart.

The technique of romance offers a means to engage the reader in a kind of experience by providing artistic distance from such experience. Hawthorne may self-consciously probe its range of possible consequences and present the particular traits of his characters. Hawthorne's art involves a deliberate balance between the marvelous and the natural and therefore creates that artistic distance so crucial to the romancer's meditative ends. In The Scarlet Letter, the supernatural elements arise from the minds of the onlookers. By using the form of the romance, Hawthorne portrays one of the most enigmatic child figures in American literature.

References

“KIRAN DESAI’S THE INHERITANCE OF LOSS: ELEMENTS OF AMERICAN DREAM AND GLOBALIZATION.”

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Abstract

Kiran Desai portrays a story which is thrillingly chaotic, pathetic and a life infused by the great American Dream and Globalization. This article aims to address the dismal sentiments and emotions of her mute immigrant characters that neither speak nor display their inner beings. She has attempted to present her heroic characters in a simplified way to achieve the basic goal of satiation. Their sufferings, pains, traumas and struggles in order to accomplish the desired facilities are worth appreciating. The article gives an insight into their sacrifices and dedication they render as to achieve their minimum wanting for a basic living. The paper also is designed to unravel the interior of the novel’s characters as entwined with expectations and dreams to achieve the material zenith. The novel concludes by showing the major character Jemubhai, who was an embodiment and a puppet of rigid English ideals, realizing his false ideals for which he sacrificed so much.

Keywords: American dream, chaotic, heroic characters, satiation.

Introduction

Kiran Desai sky rocketed to fame after the publication of her second novel The Inheritance of Loss. Her novel focuses not on an individual’s story but on how several people make sense of themselves, view the world around them, and deal with the difficulties that they have with contradictions. “American Dream” is a term not much used for Desai’s novels, which tends to be dominated by other themes like post structuralism and hybridity theory. This term is less used by Desai in the novel because she feels that the readers can better understand the conflicts of identity the characters face.

“The Great American Dream” particularly well and prefer not to avoid challenges to the things they believe to be true. It resulted from globalization, economic disparity between nations, and consumer-driven multi-culturalism.

Desai’s Inheritance of Loss depicts a cross-section of Indian society in characters such as Jemubhai Popatlal Patel, Panna Lal, Gyan, Biju, Saeed-Saeed, Sai Mistry, Haresh-Harry and the two sisters, Lolita and Nonita, to highlight how the simultaneous experience of the colonial, the global and the local, creates “ambivalence” in the individual’s perception of his/her identity and imparts behaviour in the local institutions of Kalimpong.

Thematic Concern

Desai’s The Inheritance of Loss abounds with themes that make it an interesting social reading. As Desai is an eminent immigrant writer, her themes are of human deprivation, trauma, identity and indifference. In her novel The Inheritance of Loss she tried to dive deep into the sea of human psychology and immortalise the literary work. She minutely discusses the issues without suggesting and stressing any particular issue. Though she has not given priority to any specific issue yet we find in her novels the issues of globalism and American dreams most prominently. The paradox of globalism is put forward in these following words by Desai.

Each of them (Sai, Father Booty, and Uncle Potty) separately remembered how many evenings they’d spent like this... how unimaginable it was that it would soon come to an end. Here, Sai had learned how music, alcohol, and friendship could create a grand civilization.

Marjorie Kehe characterizes the novel as “a work full of colour and comedy, even as it challenges all to face the same heart-wrenching questions that haunt the immigrant: Who am I? Where do I belong?” Carmen Wickramagamage has recently argued that “most people envision relocation as a painful choice.
between assimilation (betrayal) and nativism (loyalty)” (194). Desai explores both sides of the issue and ultimately challenges the desirability of assimilation and the wisdom of maintaining difference, inhabiting the margins, and avoiding "full and unapologetic participation in the New World” (195).

Pankaj Mishra argued that "Desai takes a sceptical view of the West’s consumer-driven multiculturalism" and that the novel reveals an “invisible emotional reality” felt by “people fated to experience modern life as a continuous affront to their notions of order, dignity.

The Novel the Inheritance of Loss

_The Inheritance of Loss_ is set partly in India and partly in the USA. The regional settings in the novel are much relevant if we judge it from the cultural perspective. Desai describes it as a book that "tries to capture what it means to live between East and West and what it means to be an immigrant,” and goes on to say that it also explores at a deeper level, "what happens when a Western element is introduced into a country that is not of the West”- which happened during the British colonial days in India, and is happening again "with India’s new relationship with the States."

_The Inheritance of Loss_ is set in the North-eastern Indian state of Kalimpong of the 1980s, the hotbed of communal politics within a nation-space that has evolved a conglomerate of discourses from a unique combination of “the old days of colonization and new age of globalization” (_The Inheritance of Loss_).[4] The narrative captures the political milieu in which identities are negociated through a continual collision of institutionalised national narrative with minority narratives as its “discontents.”

Desai’s novel suggests that the global call for melting borders that became the political statement of the Indian nation in the last quarter of the 20th century also created its reactionaries in the localised spaces of the land, and the contending forces generated narratives that challenged not the phenomenon of globalisation but the politics of exclusivity that invariably conditioned the country’s vision of melting borders.

Characters and Their Internal Conflicts

Kiran Desai says, "The characters of my story are entirely fictional, but these journeys (of her grandparents) as well as my own provided insight into what it means to travel between East and West and it is this I wanted to capture. The fact that I live this particular life is no accident. It was my inheritance."

Jemubhai Popatlal Patel is an Anglicised Gujarati Judge, who could neither assimilate into the cultures of his origin because of his desire to mimic the English colonial identity nor could he fully don the much coveted Western identity. His convent educated granddaughter, Sai Mistry, is his true heir in that she is a misfit in both the East and the West, and life at Kalimpong fills her with the fear of being left on the shelf. Their cook, Panna Lal, grudgingly works for the judge and waits to be liberated by his son, Biju, who, he believes, will make it big in America. However, Biju fails to become a successful immigrant worker in US restaurants and returns home to further disappointments in Kalimpong. Their lives are intertwined with that of Gyan, a Nepali tutor, whose love for modernity draws him to Sai but, he is restrained by his ethnic realities that remind him, time and again, that his life is one of missed opportunities.

Jemubhai Patel is the sad symbol of the debris of India’s colonial history. The novel traces the process of the judge’s displacement from centres of power to its ignominious periphery in a well-structured combination of stories from his past and the present experiences in India and England. Though Desai allows her protagonist Sai to experience romance, friendship, trust and betrayal she empathies her a lot. Sai experience romance with a young tutor, who has conflicting loyalties to
progressive thuggery and conservative decency. She learns to cope with compassion and rejection, and to comprehend the reasons for prejudice; she learns as well that to accept the prejudice she has come to comprehend a continuation of that prejudice.

Internal conflicts are complicated elements in the novel exemplified through the characters such as Saeed. He certainly thinks people have a choice. He strongly encourages Biju to change the way he thinks and to accept change. Sai seems to do likewise with Gyan, challenging him to recognize the contradictions in which he finds himself and not to see them as problems. She also resists becoming an anglophile who despises Indian culture like the judge, who also demonstrates a degree of agency, actively maintaining his staunch rigidity and suppressing his own potential for change. Saeed succeeds in New York precisely because differences do not bother him. His (Saeed’s) attitude towards his religion illustrates how he manages to avoid the kinds of internal conflict that paralyze Biju. When explaining why he does not eat pork, Saeed tells Biju, “First I am Muslim, then I am Zanzibari, then I will be American”

Conclusion

Globalization and Multi-Cultural Identities are taken as giant and vague concepts that are supposed to have meaning. Desai’s concept of a new society rather the world is a messy arena for bigoted politics. The people have to compromise circumstances into fate as to fit the weird world. Thus, freedom to them is a luxury that is shared with a loss of certitude. Desai takes as her landscape the air of India rather than its ground soil. She tries to depict the essence of a state shadowing its descendants. Her grasp is on the inheritance India bestows. Thus the theme of rootedness or lack of it is entwined in the novel. The crux of Inheritance of Loss lies in its exploration of the ambivalence that rules the national discourse about globalisation. Homi K. Bhabha’s essay, “Dissemi Nation: Time, Narrative and the Margins of the Modern Nation,” explores this issue at length. Bhabha emphasises how the ambivalence between the pedagogy and performance of the narrative of Nation problematizes formation of social authority as it pertains people” who “represent the cutting edge between the totalising powers of the social and the forces that signify the more specific address to contentious, unequal interests and identities within population” (297). Desai contributes to debates about American Dream, Globalization and Identity in The Inheritance of Loss by advocating neither the preservation of cultural distinctiveness nor assimilation, but rather ambivalence and flexibility. She shows that the real issue facing post-colonial and immigrant people are not whether they should assimilate but how clinging to cultural certitude leads to disaster. Thus, we get patches of globalization and American dream as the characters mature in the novel.

References

Abstract

This Paper depicts Nadine Gordimer’s narratives blurred the boundaries of history and fiction. She created the debate among readers and critics on the issue of the value of the past and present, national culture and political situations. Gordimer displayed her novel, My Son’s Story with a wide range of different voices recounting how people experienced the South African history and diverse perspectives that provide a deeper understanding of the late twentieth century and to the abolition of the apartheid, which the both class and race. She also showcased the relation between the people and the history of her country. This Paper wholly Picturizes the clear idea about the author and her frame of identity.

Key Words: Race, Culture, Politics, Identity, Ambiguity.

Gordimer’s view lies more in the perspective, which she applied in the literal situation of her native land. She presented her novels particularly in her recreation of South African history and identity. It can be found in the narrative frame through which she presented various stories. The point of view in this novel My Son’s Story and is different from other novels of Gordimer. She showcased her opinion with these novels with a different angle. She wrote these novels in a post modern style, such as multiplicity of voices and sudden shifts in perspectives and explored the relation between the personal and political. Clingman observed that Gordimer’s novels provide a vivid and deep understanding the history of South Africa, not simply because of their content, but especially because of their form:

“Gordimer’s novels are so valuable historically because they are so accomplished and developed as fiction. Thus, form will often be the key to consciousness and it is where the novels are aesthetically richest that they are most useful for tracing out our history” (1986:19).

The politics of South Africa was shaped in all her novels and with the use of narrative perspective she brought out the South African realities which are more evident in these two novels My Son’s Story. It is one of the most influential novels by Gordimer, in which she explored the political situation in South Africa. The novel moves in different angle. Gordimer used a new kind of style in this novel. She focused mainly on the relationship between whites and blacks, with the personal life and political struggle. She brought the characters with importance which reflects the society and their culture.

The complete portrayal of South African society can be identified in this novel. She was the perfect observer of the history which is evident in this novel. On the other hand, Gordimer has written My Son’s Story in multi-voiced discourse. The narrative voice in My Son’s Story is also rendered ambiguous by the pronoun of the title. The title of the novel is not direct as it views. While seeing the title the readers’ mind questions- whose story is this? It can only be identified when the readers complete the narrative. After a deep process of reading only the readers can be able to know what lies in the title and what does the novel exposes? Reading this novel, My Son’s Story will give a new kind of experience to the readers.

The narrative style of Gordimer was unique and was highly praised as:

It’s a brilliant device: the novel becomes not a series of internal monologues, but the effort of the family’s most articulate victim to conjecture, to comprehend, what really happened to them all. It turns a bleak ending into one that suggests how social as well as personal redemption may lie in acts of selflessness, empathy and forgiveness. Writing the novel was such an act. I think Will gives the title to his father, “My Son’s Story,” because the voice isn’t really his anymore, but Gordimer must also mean it to imply a larger wrenched –apart family than Sonny’s. (Flower 1991: 322-223)
The narrative style of Gordimer in this novel is totally different from that of other novels. In *My Son’s Story*, Gordimer began the novel with the epigraph “You had a Father, let your son say so” from William Shakespeare’s Sonnet XIII. According to the epigraph the story of father should be told by son, but here Gordimer made an ambiguous narrative. Gordimer examined the relationship between a black boy’s private life and his father’s commitment to the political struggle. From the title of the novel to the very end of the novel, the novelist kept a puzzle and this shows the art of narrative by the novelist. She used a new kind of ambiguous narrative with the use of the first person narration and the third person narration. She brought the two voices which stand out in the novel “I” which is the voice of the son and “he” is the voice of the son and author. The novel began with a first person narration “I”

“How did I find out? I was deceiving him. November. I was on study leave- for two weeks before the exams pupils in the senior classes were allowed to stay home to prepare themselves. I would say I was going to work with a friend at a friend’s house, and then I’d slip off to a cinema. Cinemas had been open to us only a year or so; it was a double freedom I took: to bunk study and to sit in the maroon nylon velvet seat of a cinema in a suburb where whites live”.(22)

The novel *My Son’s Story* is about the transformation of black South African family into the political commitment in their native land. The central character of the novel is Sonny, whose story told by Will. The novelist presented the novel in the two different perspectives with the character Will. When Will in his adolescent, the voice of narrative shown in present tense with first narration and when he matured the voice is changed in past tense with third person narration. The shifts of first person narration and third person narration enriched the texture of the novel and reflected the ambiguity and complexity of the son and father relationship that made Will as a writer. The understanding of the relationship between Will and his father was well picturized by Gordimer in a vivid manner with an exaggerated language in the novel.

Sonny as a central character of the novel was well introduced by Gordimer. The introduction of Sonny was taken place when Will was waiting for the performance of the cinemas in new complex, he found his father and a woman came out of the earlier performance in another. At first Sonny was a school teacher but later his profession will be totally changed with the series of sudden shifts. Gordimer brought out the past, present and future situations of South Africa with the evidence of Sonny’s character. Will narrates about his father as, "He was a schoolteacher in one of the towns that had grown up long ago long the reef of gold-bearing rock east of the city- Johannesburg", the present situation can be observed here. Later Will explains the past situation of their family. In this he explains about Sonny’s great-grandfather and grandfather and how they had come from nobody's notice. They lived outside the town that belonged to an ordinary folk and probably worked in diamond diggings in Kimberley.

The narrative brought the personal background of the past, present and the future in this novel and with the sudden shifts the novel focuses the South African country and the apartheid. The narrative moved in a different angle, where Sonny transformed himself from a schoolteacher into a revolutionary leader. This sudden shift of Sonny portrayed the political background and apartheid in the country and he spoke against apartheid in the country as an orator.

The central story line of narrative focused on the affair between the central character, Sonny and Hannah Plowman, a white woman who is the representative of a human rights organization. The narrative of the novel opened in a negative manner “I was deceiving him”, and with the fifteen year old boy, Will who found the affair of his father with a white woman, Hannah plowman. This created a dilemma on Will’s father, whether he was good or bad to his family? ; Will made himself on confusion but it was the origin of obsession inside him on this father; throughout the novel he was totally disappointed with his father’s attitude.
In the narrative Will’s father was infidelity to him and his family, but it was only transparent to him. Will was absolutely deceived from his father’s manner. Later the narrative moved inside to Sonny’s family, while he was improved in his position he married Aila, who was reserved; but a perfect bond between Sonny and Aila was floated throughout the novel. They had two children a girl and a boy. They named their daughter as Baby and the son as Will. Will a diminutive of William. He was named for Shakespeare, whose works, in a cheap complete edition bound in fake leather, stood in the glass- fronted bookcase in the small sitting-room and were no mere ornamental pretensions to culture. Here Sonny was shown as fond of Shakespeare and his works. Gordimer outlined the novel in a different perspective. She fascinated characters with importance and she shaped the small things in a grand style. With the narrative we can found how she has been utilized the words in the novel and the narrative kept with a puzzle in the novel and she made the characters with two roles in the society, the first example in the narrative was Sonny, a schoolteacher changed into a revolutionary leader.

The two voices in the narrative echoed the ambiguity, complexity and hypocrisy in their relationship and there is no perfect bond between the characters. Sonny’s involvement in the personal life and political life made Will as a writer. The novel was in an open end. Gordimer did not give any fullest satisfaction in the narrative, but she expressed the factors and elements which occurred in the society. In the end of the narrative, it didn’t give any moral for the readers. The readers can share and draw with their own conclusions and ideas. The narrative ended with a line “I am a writer and this is my first book- that I can never publish” from this line the narrator expressed his life and career, at the same time he described the book that he “can never publish” here in a silent way the narrator brought the political background of the society. The narrator has given the vision of both the personal and the political relationship. At the end of the narrative Will became a writer and revealed the situations of him and his father. The way in which the narrator presented this in adolescent voice perspectives and it can be seen as the maturity of Will. Will observed everything about his father; and he tried to understand his father and to justify him. Will’s father made him as a writer for this he had a doubt that for what he made him as a writer whether it is for the good or the bad for the society. For this he says, “What he did- my father- made me a writer. Do I have to thank him for that? Why couldn’t I have been something else?”

Gordimer reflected the personal and political life with history and fiction. Gordimer’s My Son’s Story was praised by Elise chase as “Gordimer retains perfect control over her material, rendering her characters’ shifting perspectives with truly extra ordinary empathy and discernment.”. Furthermore Gordimer in My Son’s story carried human complexities in human relationships in the apartheid country, South Africa. In the narrative the readers can observe the issues such as narrative technique, personal and political issues, apartheid, and cross racial love, and etc. This style of narrative was followed by the most late twentieth century writers. Claire Tomalin criticized My Son’s Story that “maintains the finest balance of sympathies… she is a true-hearted writer who understands that the people she writes about are made up of contradictory and often mutually destructive elements.” Gordimer balanced the novel from narrative to narrator; and from personal to political. She explored My Son’s Story with the events occurred in country in a powerful manner.

Works Cited
COMPARATIVE CONCEPT OF THE BLUE UMBRELLA IN THE NOVEL OF RUSKIN BOND

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Abstract

The Blue Umbrella tells the story of Binya, a ten year old girl and her umbrella. Through the story, Ruskin Bond revisits the essence of the Bhagavad Gita and the Holy Bible. Greed, jealousy, hatred, and kindness play equal roles in the story to bring the point across to children. In 2005, The Blue Umbrella was adapted by Vishal Bharadwaj into a film of the same name which won the National Film Award for Best Children’s Film. With its breathtaking visuals and acting, it was a critical success and gained accolades. In spite of all the success, the question arises- is the film a faithful adaptation? Are all the actors true to their characters? Has not the plot been tampered in trying to make the film a critical success? Have the sequence of events been represented in all their appropriateness? Has the film been successful in creating the similar wavelength of aesthetic distance as in the novel? Most importantly, does the film retain the tone of the message that Ruskin Bond wanted to convey through his story? With a comparative analysis of the text and the film, this paper aims to answer these questions through the application of Narrative Techniques under the genre of Adaptation Studies.

Keywords: Childrenǯs Film, Adaptation Studies, Comparative Concept, Narrative Techniques.

From the early days of film criticism, the problem of cinematic adaptation of novels have been largely discussed and debated. The answer to the question of the fidelity of the filmic adaptation to the original text, mostly, finds the film to be an inferior copy of its literary counterpart. Ruskin Bondǯs novel, The Blue Umbrella tells the story of Binya, a ten year old girl and her umbrella. The novel depicts all the shades of emotions that children are familiar with. These emotions range from innocence to greed, from simplicity to jealousy, and from obsession to forgiveness. In 2005, the novel The Blue Umbrella was adapted by Vishal Bharadwaj into a film of the same name which won the National Film Award for Best Childrenǯs Film. With its breathtaking visuals and acting, it became a critical success and gained accolades. As a novel, the story was popular among children for years, and as a film also it gained attention of audience and critics. In spite of all the success, the question arises- is the film a faithful adaptation? Have all the characters been given equal space and dimension, as in the novel? Are all the actors true to their characters? Have the sequence of events been represented in all their appropriateness? Has the film been successful in creating the similar wavelength of aesthetic distance as in the novel? And most importantly, does the film retain the tone of the message that Ruskin Bond wanted to convey through his story?

This gives us an opportunity to make a comparative study between the novel and the film, and find out how successful or unsuccessful the adaptation is from critical and creative points of view. Thus, with a comparative analysis of the text and the film, this paper aims to analyze the aforementioned issues through the application of narrative techniques under the genre of Adaptation Studies. Have all the characters been given equal space and dimension, as in the novel? When we compare the characterisation part of the novel with the film, we find a contrastive change in the way characters have been presented in the film. In the novel, Bijju was two years older to Binya, [“Binya was two years younger than her brother” (Bond 1992)] where as in the film; Bijju is around twenty years older than Binya. In the novel the visitors were from the Indian planes who were speaking the same language as that of Binya. [“They were holiday-makers from the plains. The women were dressed in bright saris, the men wore light summer shirts, and the children had pretty new clothes” (Bond 1992)]. However, in the film the visitors were from Japan, which bears a postcolonial undertone. In the novel Binya was wearing a leopardǯs claw [“itǯs a tigerǯs claw, said the man beside her” (Bond 1992)] but in the film it has been presented as a bearǯs claw. In the novel, Rajaram, the attendant of Nandu, appears in the middle of the
story, whereas he is present from the beginning in the film. The character of the ‘fortune teller’ has been added to the film to give the plot a more convincing touch - the way he says, “Angrezi mein bhi jhooth bolta hai koi!” (Bharadwaj 2005) (Does anyone tell lie in English!), makes us aware of the innocence of the rural people. The village characters like Mukhia, and his son are some additions to the plot.

In the novel, Binya is the protagonist of the story whereas the protagonist has been changed in case of the film. Ram Bharosa, who has been renamed as Nandakishore Khatri (Nandu) is the protagonist of the film around whom the story revolves. The change of the protagonist gives us the scope of comparison between Ruskin Bond and Vishal Bharadwaj's perception towards literature. Bond’s stories are mostly centred on child protagonists and carry positivity; whereas Bharadwaj prefers negative shades. We can very well find it from his other films like Maqbool, Omkara, Makdee, Kaminey, and Ishqiya etc. The fascination for the dark makes him take Ram Bharosa (Nandu), and not Binya, as the protagonist to give his film a shady and tragic effect. Bharadwaj's flirting with the original plot, gives the film a more realistic approach as Jean Mitry puts it, adaptation “is a matter of passing from one form to another, a matter of transportation, of reconstruction” (Mitry 1971). Thus, Bharadwaj's additions serve as flesh to give the story better form and structure in order to carry the message to the audience.

The next question that needs to be answered is that - Are all the actors true to their characters? David Bordwell and Noel Carroll, while elaborating on characterisation write, “Two kinds of agency, then, contribute to characterization. The first is a matter of the doings of actual agents. The second is depicted or represented agency, which need not resemble the first kind in many respects” (Bordwell 1996). Here they speak about the difference between the characterisation in the primary source, and the creative product which is inspired from the primary source. Though the characterisations do not resemble to what they were in the novel, they are successful in carrying forward the story. So the answer would be, ‘yes’ all the actors are true to their characters. With Bharadwaj’s direction, the characters seem to burst out of the screen and interact with our inner cords. Their expressions, dialogues, colloquiality, and simplicity make us laugh, cry, and live with them. The way Pankaj Kapoor projects human emotions of greed, obsession, regret, and repentance are noteworthy. Shreya Sharma's portrayal of Binya is equally powerful. Paramjit Singh Kakran's role as Rajaram, Dolly Ahluwalia's part as Lilavati, Deepak Dobriyal's scenes as the fortuneteller, Samrat Mukherji's role as Bijju and Rajesh Sharma's role as the policeman are praiseworthy.

Have the sequence of events been represented with all their appropriateness? In order to find a suitable answer to this question we need to have a look at these lines of Jean Mitry where, while speaking on adaptation he writes, “Yet it is clear that to transpose a work from one mode of expression to another, to ‘adapt’ it, is to assume the equivalence of what is signified despite the difference of the significations; we might as well try to square the circle” (Mitry 1971). In the aforementioned lines, Mitry clearly says how difficult it is to transpose a work from one form to another. Generally in a work of adaptation, it becomes difficult for the adaptor to retain the same sequence of events as in the novel. No adaptation can be accurate in terms of representation of events, because when the story is presented in a different form, it has to stick to certain criteria of visual expression, which makes the story gain its own shape. The sequence of the story as presented in the novel remains the backbone of the screenplay; however, while representing it in the form of celluloid, Bharadwaj adds more meat to it thereby bringing in some basic changes in the sequence of events. This makes the film more logical, appropriate and acceptable for the audience. Most of the times after visualising a story on screen, we realise that the novel was better organised, still film adaptors get to differ in their creative ways while shaping their stories.
Every adaptor faces the dilemma of either being faithful to the letter or to the spirit. In the first case, he follows the procedure of the novelist step-by-step so that the chains of circumstance are exactly the same. But by expressing such facts visually, the adaptor is inevitably led either to signify something altogether different from the novel or to distort the sense determined by the original literary expression which alone confirms to the thought of the author (Mitry 1971). In the second case, he is faithful to the spirit; he expresses similar ideas and analogous sentiments, but arrives at them by slant routes. He inevitably disrupts the novelist’s continuity; he transfers the ‘givens’, the circumstances, the characters – and arrives, once again, at a clear case of treason (Mitry 1971). Therefore the adaptor is left with two options. Either to follow the story step by step and include nothing foreign to it or to rethink the subject (Mitry 1971) and make a work of art using the original story as a point of departure (Mitry 1971). In the film, The Blue Umbrella, Vishal Bharadwaj has not followed the exact narrative structure of the novel. He has mixed up the events and presented them in a sequence that gives the story a more convincing approach on the celluloid. He has made several additions to the plot, thereby making the story more coherent. Therefore, the sequence of events looks more structured in the film. One can cite some examples from the novel and the film for reference:

The novel starts with Binya, herding the cows; whereas the film starts with the fortuneteller’s robot predicting the future of Nandu. After Binya gets the umbrella from the picnickers, several significant parts of the novel like ‘the umbrella fall’ and ‘the umbrella chase’ episodes straight away get deleted in the film which are replaced with the elaborations of other scenes like ‘the school master’, ‘the snake’ and ‘the Ravan Podi’ episodes. We find a substantial transformation in the plot when Bharadwaj deletes ‘the umbrella theft’ and ‘Biju-Ramram fight’ episodes and elaborates more on the characterisation of Nandakishore Khatri, his abandonment from the village, and again his acceptance, and again his final excommunication. There have been several changes in presentation of the sequence of events. The deletion and addition of several important episodes in the beginning and end of the story affects the sequence. Bharadwaj’s deletion of ‘the umbrella fall’ episode leaves the film bereft of the charm of Bonds fluid narration like – And while she slept, a wind sprang up. It came quietly, swishing gently through the trees, humming softly. Then it was joined by other random gusts, bustling over the top of the mountains. The trees shook their heads and came to life. The wind fanned Binya’s cheeks. The umbrella stirred on the grass (Bond 1992).

One can say that Bharadwaj has failed to present the sequence of events as presented in the novel, in the similar order of appearance in the film. One can also say that, Bharadwaj has tried to creatively differ from the novel in order to present the same story because when one sees the film after reading the novel, one in no way finds the additions and representations of the events inappropriate. The next question that needs to be answered is - has the film been successful in creating the similar wavelength of aesthetic distance as in the novel? To find the answer to this question, one need to have a look at what Hans Robert Jauss said on aesthetic distance – Drawing heavily on the writings of the Russian Formalists, Jauss contends that the artistic character of a work can be determined ‘by the kind and the degree of its influence on a presupposed audience’. Aesthetic distance, defined as the difference or separation between the horizon of expectations and the work or as the ‘change of horizons’ (Horizontwandel), can be measured by the ‘spectrum of the audience’s reaction and criticism’s judgements” (Holub 1984). Whenever we read a story, see a film, or visualise a performance in the theatre, we connect with the story. The connection is determined by the aesthetic distance that is drawn between us and the characters. The closer the gap between a viewer’s conscious reality and the fictional reality, the lesser is the aesthetic distance, and the more successful is the art of representation. A story
attends the state of supreme significance, when it makes the audience feel one with the story and its characters.

In the film, The Blue Umbrella, Bharadwaj has been successful in reducing the aesthetic distance to the minimum with power packed performances and enthralling visual effects. The presentation of the story on screen transcends the viewer to the heights of oneness with the story and its characters. One can take the picturization of the songs, the snowfall sequences, or the heart warming performances of Pankaj Kapoor and Shreya Sharma for instance. The next question which needs to be answered is - does the film retain the tone of the message that Ruskin Bond wanted to convey through his story? Every story carries a message with it, which it wants to convey to its target audience. In case of the novel, The Blue Umbrella, the target audience were children; therefore, Bond has written the story with messages that children can understand and relate to. But while adapting any work of literature into a film, at times the message gets distorted. It happens so because of the series of mutations that takes place in the process of film making at all the creative levels, starting from scripting, to narrating, to shooting, to editing – in every stage there are chances of message distortion. The process of message flow remains undisturbed only when the number of channels through which it gets transferred is limited. In the film, The Blue Umbrella, however, the case is different. The messages which Bond wanted to convey through his writing not just remains intact but also get aided with the visual effects, music and direction of Bharadwaj. The first message that Bond wanted to convey through his writing was the simplicity, and accepting attitude of children. Most people consoled themselves by saying that Binya’s pretty umbrella wouldn’t keep out the rain, if it rained heavily; that it would shrivel in the sun, if the sun was fierce; that it would collapse in wind, if the wind was strong; that it would attract lightning, if lightning fell near it. Bharadwaj aptly presents these in the scenes of the film, where children enjoy the charm of the silk umbrella, while singing and dancing with it. In the novel, The Blue Umbrella, Bond incorporates the feelings of love and affection for nature in the minds of children. He has set his story amidst natural surroundings, and has personified nature, thereby making it more approachable and acceptable for children. Bond writes, “She walked home through the darkening glade, singing of the stars; and the trees stood still and listened to her, and the mountains were glad” (Bond 1992). Bharadwaj leaves no stone unturned in capturing the bounty of nature with his camera. Binya’s connection with nature is explicitly filmed amidst mountains, trees, rain, animals, sky, etc. The way Binya becomes one with the sky, symbolises her nearness to God. Binya is one with God, the moment she gives away the umbrella, teaching all of us that - the virtue of giving and sharing undoes a lot of negativity, thereby making us closer to God. These were the messages that Bond conveyed through his novel. These have been presented in the film of Bharadwaj in a more transparent and acceptable manner. Thus, in the conclusion we will try to answer the final question that sums up the entire discussion. Is the film a faithful adaptation? To find the answer we need to understand the following three words in relation to cinematic adaptation- ‘Successful’, ‘Beautiful’, and ‘Faithful’. Success of an adaptation is determined by its critical and commercial success. Beauty of a work of adaptation is determined from the aesthetic organisation of the story, visual aesthetics, and the aesthetic distance drawn between the ‘spectator’ and the ‘character’. And faithfulness of an adaptation is determined by - the degree of its fidelity to the ‘letter’ and to the ‘spirit.’

The Blue Umbrella is a successful adaptation as it has been critically acclaimed with the National Award, and has been successful at film festivals. It is a beautiful adaptation, as it has been able to minimize the aesthetic distance and present aesthetically palpable visuals in an artistically organised plot. The change in characterisation and sequence of events makes the film unfaithful to the ‘letter.’ However, the successful presentation of the story on a larger canvas keeping the soul intact makes it
faithful to the 'spirit.' The film has been successful in developing the characters from 'seeds to plants.' It has been able to germinate good human values in the hearts of the audience by transforming them into connoisseurs of art. The novel derives its strength from Ruskin Bond’s lucid yet sweeping narration, and the film derives its strength from Vishal Bharadwaj’s majestic craftsmanship in the realm of storytelling and direction. Thus, the film with the inspiration of Bond’s pen and Bharadwaj’s camera is not only a faithful adaptation but also a successful and a beautiful one!

References
FEMINIST PERSPECTIVE IN ANITA DESAI’S WHERE SHALL WE GO THIS SUMMER?

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Anita Desai is one of the prominent novelists of Indian English fiction. She is not only concerned with the social realities, but also explores the hidden niches of human consciousness and meditates upon the existential question of women and their quest for identity in a complex patriarchal world. Her novel, Where Shall We Go This Summer is a story of a middle-aged, over-sensitive woman, Sita who is trapped in familial relationships and finds herself lonely in her own family. She suffers from identity crisis, but towards the end of the novel discovers her real self and solves the question of her existence.

The novels of Anita Desai are mainly women oriented. Her heroines are presented as victims in the male dominated Indian families. She has depicted both submissive and powerful women, and also those who have the ability to change and cope with situations. She tries to explore the psyche of Indian women emphasizing their solitude and alienation. Those characters who have doubts about their existence and identities go through transformation and find solutions to their problems towards the end of the novel.

Desai’s entire fiction traces the changing image of women in the face of existential dilemmas. These female protagonists assert their right to exist not as shadows of their male counterparts but as independent human beings with a will of their own. (Tandon 111-112)

In Where Shall We Go This Summer? (1975), the protagonist Sita who in the beginning is a victim of loneliness and alienation and lacks identity, changes and recognizes her true self with the course of time. Sita is a sensitive middle-aged woman who feels alienated from her family due to her emotional attitude towards day today happenings. She is inflexible and incapable of adjusting to her family and also to society.

Sita’s childhood was not a normal one. Her father was a freedom fighter and a social activist who had an incestuous relationship with her elder sister. Deprived of the love of her father, she could also not get the love of her mother as her mother had left the family long ago. Moreover, she was also not satisfied with her married life. Thus due to all this pessimism, there developed a negative attribute in her personality. “The text presents her over wrought mental condition as the cumulative outcome of a difficult childhood followed by a stressful marriage.” (Kohli 86) Her life was not infected by the problems of dowry and poverty, but still there was a void and a vacuum, there was something wanting and missing. She was actually facing the problem of identity and existence.

Coming from a small island where everything was quite magical and holy, city life seemed to her unattractive and evil. Her over-reactions towards small happenings such as the playful fights of her sons, her daughter’s destruction of her paintings, fights of maids on the street, attacks of blood thirsty crows on the eagle, made her unprepared to give birth to her fifth child. Survival seemed to her hopeless.

She is an unconventional woman, neither passive nor submissive and has the ability to stand alone and take the initiative. But her incapability to recognize her true self made her a pessimistic and a melancholic woman. She is neglected by her family and is bored with everyday routine. She wanted her family to pay attention and respect her ideas, but when she could not get enough attention she decided to move back to the place associated to her childhood, i.e. the Manori island. Shubha Tiwari points out:
Sita is an uprooted woman who wants to regain her primitive self. Her escape to the island is a biological, not an existential necessity. Ironically, Sita's pilgrimage with its promise of renewal and regeneration is the result of her social alienation. There comes a change in Sita's identity. But the children refuse to share the life of primitive reality which is the very identity of the island... The island is a projection of her other self, her other identity. She knows there exists a close tie between herself and the island, but she knows too that it is the island that alienates her from her instinctive drives. (Tiwari 322)

Sita goes through some psychological trauma for being ignored. Her strange attitude is also not welcomed by her husband and children. She is once considered mad by her husband. She is mentally weak and is not able to cope with the situation. "It is like living in the wilds", she said to her husband at night. "One may be attacked_ one's children may be attacked in the streets." (WSS 29) Her habit of smoking, sitting on balcony and looking at the sea for long hours is reflective of her inner pains. There develops a feeling of insecurity within her of which 'escape' was the only cure. Each time she is maladjusted, each time she runs away. After her marriage she was incapable of adjusting with her in-laws in Bombay and thus, shifted to a separate apartment along with her husband. And again when it was the turn of her family, she decided to escape to the island of Manori. There occurs a tug of war between Bombay and Manori, between reality and illusion. Her voyage to the island is a psychic journey back to her childhood. And her decision not to give birth to her fifth child and keep it safe in her womb is also one of the reactions of her mental state. Sita visualizes the island of Manori as an enchanting place where once her father used to perform miracles. Her idea of not delivering the child and keeping it safe after reaching the island was an illusion. And it is quite ironical that Sita came to realize her real self and was disillusioned about the charm and spell of the island (that has not existed any longer) at the very place where she was living in her fancy. Towards the end of the novel she realizes that she could break away from her role playing as a wife but not as a mother.

The idea of pregnancy seemed to her as a means of deforming a woman's body and making it look ugly. Once she mocked at a woman of island, who was barren and came to her father for some miracle to happen. Surprisingly, she bore a son and became deshaped. "Phoolmaya was pregnant. She had a son. She lost her beauty and her poignancy, she began to look coarse and the wear and tear to show, but she had her son." (WSS 51)

Through the character of her heroine Sita, Anita Desai criticizes patriarchal cruelty to infertile women.

Sita bore four children submissively, but could not restrain her emotions when got pregnant for the fifth time. Her conversation with her husband illustrates it clearly.

...when the fifth time she told him she was pregnant, she did so with a quite paranoiac show of rage, fear and revol..control was an accomplishment that had slipped out of her hold, without his noticing it, over the years, till now she had no more than an infant has before he has begun the process of acquiring it, and so she wept and flung herself about, over- forty, grey and aging. (WSS 20-21)

She has been depressed for a long period of time and it took her twenty years to unleash her emotions and break out into a rebel. She did not want to present her mother image "as a passive transmitter of the Father's seed or word" ('Feminist Literary Criticism and Motherhood' 12 ) Her pregnancy seemed to her as the symbol of sexual appetite of husbands forcing their wives to become mothers against their will. Once she considers the business associates of her husband as "they are nothing_ nothing but appetite and sex. Only food, sex and money matter. Animals." (WSS 31-32)
Through this speech of Sita, Desai conveys that it is the attribute associated to men to consider their wives as sex objects and a machine to deliver babies, while they themselves enjoy their lives without thinking about their wives’ pains and boredom.

Motherhood is the key feature of an ideal woman. But Desai reverses this definition and presents the protagonist as a rebel who discards the idea of becoming mother for the fifth time due to her pessimistic view point towards life. Kohli and Just are of the view that:

It is this reified image of maternity that Desai’s texts seek to challenge in a variety of ways. In Where Shall We Go This Summer? Sita’s attempt to defer the moment of child birth expresses a desire for control over her own body and, by implication, her destiny...The critique of societal norms implicit in her representations of the mother is offset by a rejection of versions of freedom that are either escapist or solipsistic.” (Kohli 85)

Sita’s aspiration to upset the normal biological cycle depicts her desire to challenge the decreasing recognition of femininity with the reproductive role of a mother. After postponing her child birth she tries to bring forth her femininity which has once been suppressed under motherhood.

During her childhood she had witnessed endless speeches on ‘swaraj’ i.e. ‘freedom’, and thus, it went deep into her sub-conscious, and came up as one of her desires after she found herself getting chained in the bond of relationships, either with her in-laws or her own husband and children. “Only connect they say. So she had spent twenty years connecting, link by link, this chain. And what is one to do with a chain? It can only throttle, choke and enslave.” (WSS 63) Sita has always felt suffocated within the knot of relationships as she has never experienced the love and care one gets from her dear ones. For her relationships always meant enslavement.

Her repetitive admiration for the foreigner who goes on and on without knowing his way, and the glimpse of a young lady and an old man looking passionately towards each other symbolizes her desire to be free, as a woman’s sexuality is after trapped by the bonds of marriage and motherhood.

Family relationships outline the female psyche in Desai. She seeks answers in reconciliation with the family, but that reconciliation does not signify total submission. Her escape to Manori represents her agitation which she was incapable of showing while living in Bombay. And her submission to him and resettling in Bombay is basically associated to her self-discovery and the identification of her real-self. The mystery of the conflict going on within her is now resolved and she has come through as a maturer woman cleared of all doubts and fears.

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நிறைவுத் தொடர்புத்ததைவில்த் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடăr்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடăr்புத் தொடர்புத் தொடăr்புத் தொடர்புத் தொடăr்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்புத் தொடர்பு

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R.K. NARAYAN’S THE GUIDE: A SOCIO-ECONOMIC DISCOURSE

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The article examines the socio-economic problem of the novel The Guide by R.K. Narayan. The characters are situated against the backdrop of Post-Independence economic theories of India and analysed in the light of those theories. There is also a discussion of the impact of westernization and modernization and how the new culture, new ideologies, new trends, gradually transform the idyllic mindset of the protagonist, Raju. The article tries to extol human relationship, one of the essential characteristics of the novels of R.K. Narayan. Since the article deals with socio-economic discourse, it, therefore, critically analyses the text and the characters against the background of societal changes.

The Guide which won for Narayan huge accolades shows the novelist’s skill in placing the orient into focus for occidental eyes. In this novel Narayan depicts a comprehensive picture of human activities, the comic and the tragic, the silly and the serious, the ridiculous and the sublime. Here we witness the spectacular representations of an ordinary man who eventually becomes a Mahatma as he begins to identify himself with the world and takes the terrible decision of sacrificing his life for a noble cause. K.R.S. Iyengar rightly holds the view:

Speaking generally, Narayan’s is the art of resolved limitation and conscientious exploration; he is content, like Jane Austen, with a ‘little bit of ivory’, just so many inches wide: he would like to be a detached observer, to concentrate on a narrow scene, to sense the atmosphere of the place, to snap a small group of characters in their oddities and angularities: he would, if he could, explore the inner countries of the mind, heart and soul, catch the uniqueness in the ordinary, the tragic in the prosaic.(360)

So a critical study of this novel gives a complete vision of free India with all its varied economic, social and spiritual problems.

Narayan’s novels represent a section of Indian society where life is steeped in middleclass consciousness. His characters portray certain characteristic features - either they are docile, timid, adhering to traditional values and pacifist by nature or they appreciate vulnerability, violence and excessive greed for money. In this context we can expound the fact that Narayan studies economic problem minutely and exquisitely and thereby frames several economic groups. While Marco and Rosie represent the well-to-do class, Gaffur and Joseph denote the low wage earner. In the character of Sait, the money-lender, we find a wealthy person one who amasses and hoards wealth thriving upon the troubles of other persons. Then there are the rich lawyers, who make huge amount of money at the expense of the clients. This class is shown through the character of the star lawyer of Raju in the case instituted by Marco against him. Further, the whole episode in which Raju is taken to be the saint is set on the axis of economic life. In the words of Prof. Krishna Sen,

At first sight, the world of The Guide seems to be structured along simple binaries-Malgudi and Mangal, the town and the village, urban sophistication versus rural simplicity, modernity versus tradition, and cynicism versus faith. On closer inspection, each of these components reveals itself to be highly problematic, full of hybridities, fissures and contradictions. As with the binary that Shakespeare created in As You Like It, settings off the court against the Forest of Arden, but with positive and negative elements existing within each ideological space so here too Malgudi and Mangal stand for cultural locations that appear to be simple only from a distant view. (17)
At the beginning of the novel we observe a clash between the ideologies of the father and son. Raju says, “I don’t know on whose advice my father chose to send me here for my education, while the fashionable Albert Mission School was quite close by. I’d have felt proud to call myself an Albert Mission boy. But I often heard my father declare, I don’t want to send my boy there; it seems they try to convert our boys into Christians and are all the time insulting our gods” (86). The entire passage clearly indicates how westernization seeped into the sap of the society. Raju’s father prefers to send him to the traditional school where as Raju wants to enjoy the ambience and glamour of Christian School. The change in Raju’s attitude towards education advocates the impact of westernization on society. Raju’s father adheres to traditional method of education because it is his conviction that Raju would be able to build his career under the supervision of the ancient master. His father says, “Many students who have passed through the hands of this ancient master are now big officials at Madras, collectors and men like that…” (25). From the quotation we can deduce the fact that Raju’s father envisages his son to be financially independent with a social nomenclature. Here Narayan seems to be influenced by The Second Five Year Plan, Nehru-Mahalanobis Model, as it intended to foster a self-generating path of development with an assurance to common man that poverty, unemployment, disease and ignorance would be removed so that individuals could realize their potential with the extension of social and economic opportunities. Nehru in his economic thought advocates for modern Indian society having international economic and fiscal cooperation.

Along with The Financial Expert, the issue of monetary pursuit also regains momentum in The Guide where Raju, the protagonist of the novel, is possessed with greed for money. To ensconce this statement we have to retrace our steps to the beginning of Raju’s life when he initiates his life as a ‘Guide’. In one of the fascinating passages Raju articulates:

You may want to ask why I became a guide or when. I was a guide for the same reason as someone else is a signaler, porter, or guard. It is fated thus. Don’t laugh at my railway associations. The railways got into my blood very early in life. Engines, with their tremendous changing and smoke, ensnared my senses. I felt at home on the railway platform, and considered the stationmaster and porter the best company for man, and their railway talk the most enlightened. I grew up in their midst. (26)

From the very beginning of his life, Raju identifies himself with the railways-which mark him out as the post-colonial man. The railway originally symbolizes the intrusion of colonial culture and Western attributes into a traditional, a non-descript hamlet Malgudi. The new culture, new ideologies, new trends in society, gradually transform the idyllic mindset of Raju, and he embraces the transformation in society. It is through Raju that Narayan explores the problems and possibilities of spiritual transcendence in a materialist world. At the onset of his life Raju observes the extravagance of his father and the frugal nature of his mother. Raju’s father bought a brown pony for the luxury of the family but his mother shows her displeasure at the unnecessary expense of his father. The author comments “she viewed it as an extraordinary vanity on my father’s part and no amount of explanation from him ever convinced her otherwise. Her view was that my father had over-estimated his business, and she nagged him whenever he was found at home and the horse and carriage were not put to proper use”(10).

In this context we may say that Narayan was inspired both by Gandhian and Nehruvian economic thought. We can definitely reiterate the economic philosophy of Gandhiji when we come to the character delineation of Raju’s mother. One of the ingredients of Gandhian economic thought is simplicity or simple living and high thinking. Raju’s mother has a firm faith in this thought and so gets extremely displeased with extravagance. In the words of O.P.Misra: Gandhi’s plea for minimization of wants is the only way that gives an escape from the dilemma of limited resources and unlimited wants.
As he was fully aware of the evils of Western Civilization—mad race for money, craze for money, craze for satisfaction of increasing wants, callous exploitation, sturdy imperialism, bloody carnage, and etc—he laid stress on curtailment of wants. (38-39)

This shows that in *The Guide* we observe both traditionalism and westernization in its thematic construction. If we situate the novel against the backdrop of Post-Independence economic theories of India, we find the prevalence of both the Gandhian economic thought and the Nehruvian economic thought in the narrative of the novel. Raju’s father and mother eulogizes the age old values of the society, on the contrary Raju shows his inclination towards the new values, supported by the influence of Industrial Revolution. Gradually as we move from the domestic life of Raju to his educational life we once again perceive the impact of Gandhian economic theory. While conversing with his master Raju says, “After all, self help is the best help... (17)”. The articulation of Raju has great significance. Through Raju Narayan reiterates another ingredient of Gandhian economic theory – sanctity and dignity of labour. O.P. Misra observes that “Gandhiji made an advocacy for manual labour for all irrespective of caste, qualification and occupation. He was a thinker of a different genre who made labour as dignified as mental or intellectual labour (46)”. Here Narayan reveals the consequences that we would have to face if we rely too much on machines for each and every requirement of our life. Although Narayan here adheres to the principles of Gandhiji, he is not against Industrialization and Economic Development of the nation. As we progress with the novel we can also get an idea of varied aspects that the novelist explores. Raju continues to introduce himself as a guide as from chapter five where he himself says: “I came to be called Railway Raju (19). The dramatic change in Raju’s simple life comes with the appearance of Rosie. The introduction of railways paves the way for westernization to percolate into the traditional society of Malgudi. Initially Raju seems to be dedicated to his profession and considered the couple as the tourist who has come to get the beautiful view of Malgudi, but when he comes to know about the complexities of Marco and Rosie’s marital life, he seems to empathize with her. As Raju moves about with them he comprehends the characteristic difference between Marco and Rosie. Rosie appears to Raju as an embodiment of emotion and sentiments. Her innocence and simplicity can be compared to ‘Duchees’ of ‘My Last Duchees’ by Robert Browning. She appreciates the beauty of nature and when she observes the rich vegetation, “She ran like a child from plant to plant and cries of joy, while the man looked on with no emotion. Anything that interested her seemed to irritate him (55)”. This characteristic difference between Rosie and Marco brings a catastrophe in their marital life. Rosie, despite being an M.A in Economics and a talented dancer, is abused and ostracized by the patriarchal society as she hails from the class of ‘Devdasis’. Just for being illegitimate she is looked down upon and categorized as a low caste. Even Marco, who willingly ties wedlock with her in spite of knowing her origin, affirms patriarchal norms by forcing her to lead a submissive life and also forbids her to perform dance in public functions. This is also an outcome of materialistic society in which values are compromised for wealth and status. According to Rosie the solemnization of her marriage is occasioned by Marco’s status and position in society. Rosie says:

But all the women in my family were impressed, excited that a man like him was coming to marry one of our class, and it was decided that if it was necessary to give up our traditional art, it was worth the sacrifice. He had a big house, a motor-car, he was a man of high social standing; he had a house outside Madras, he was living in it all alone, no family at all; he lived with his books and papers (76).

Here Narayan through Rosie enunciates the position of women in Indian society. Moreover when Rosie shares her sorrows with Raju and looks down upon herself for originating from a low class, Raju seriously protests against it. He firmly says: I don’t believe in class or caste. You are an honour to your
This statement of Raju testifies to the fact that he believes in true modernization. Gandhian revolutions against caste distinction and Nehruvian ideas of advancement in science and technology perhaps have influenced him and so he breaks the chain of conventions and accepts Rosie. He wants to go against society. Perhaps ‘Sarvodaya’ (Welfare of All), one of the ingredients of Gandhiji’s economic thought must have influenced the author and so his spokesperson expresses his respect for every human being irrespective of their caste or creed. Gandhiji’s ‘Sarvodaya’ (Welfare of All) or Gandhian Socialism, struggled for creating an integrated man instead of supporting an economic man of Adam Smith and political man of Machiavelli.

The character of Marco is projected in a very interesting way. He is a completely different man, away from the mundane activities of the world, emotive gestures, and sentimental outbursts. He is an embodiment of impracticability. On the contrary Rosie is a dreamer, lost in her world of love, emotion and compassion. In accordance with the above mentioned points we can consider this passage:

I was accepted by Marco as a member of the family. From guiding tourists I seemed to have come to a sort of concentrated guiding of a single family. Marco was just impractical, an absolutely helpless man. All that he could do was to copy ancient things and write about them. His mind was completely in it. All practical affairs of life seemed impossible to him; such a simple matter as finding food or shelter or buying a railway ticket seemed to him a monumental job. Perhaps he married out of desire to have someone care for his practical life, but unfortunately his choice was wrong – this girl herself was a dreamer if ever there was one. (84)

While staying so close to them Raju develops a familial attachment with Rosie and Marco. Love, sex, marriage play a significant role in the life of an individual and so they are presented in such a way in The Guide. Raju is tempted and allured by Rosie’s mesmerizing or charismatic appeal and is slowly and steadily driven towards her. When their clandestine relationship is exposed, Marco shows extreme displeasure but does not misbehave or thrash her harshly. By his indifferent behaviour and attitude he compels her to move away from his life. Rosie’s plight is pathetic as Marco never tries to understand her nature either as a human being or as his wife. To Marco Rosie is just a feminine character with no voice to express her feeling. Under such circumstances she takes shelter in Raju’s house irrespective of the societal problems. Raju supports her physically and morally and for this he expresses his dissent against his mother and refuses to accept the codified laws of the society. After this tumultuous situation in Rosie’s life she decides to perform art publicly. Her public performance brought name, fame and money in her life. Gradually due to her popularity Raju’s craze for money increased and he makes her work like a machine. An unhealthy competitive spirit develops in Raju and he is only after the money that every dance concert fetches her. It is money which brings a climactic change in Raju’s flourishing life. Raju even tries to forge Rosie’s signature with roughish intention of misappropriating her jewels and converting them into easy wealth. Just like Margayya Raju’s latent ambition is to become a rich man with high status in the society. Since status of a man in modern society is very much linked with money, both the protagonists try to achieve that in their life. Money works miracles and corrupts the man. In modern society corruption has become widely rampant, and Malgudi is no exception. Raju’s status in the society as described in the novel is through Nalini’s dance concerts. This excessive lust for money is an outcome of the materialistic and consumerist society. In the wake of economic progress, mankind usually moves towards financial prosperity and desire for money increases inexplicably compared to tradition, culture and social values. As we move into the deeper analysis of the socio-economic perspective of the novel we come across several components relevant to the principles of westernization and urbanization. C.D. Narasimhaiah in R.K.Narayan’s The Guide espouses this in his critical perception: “There is a clash of castes, classes and interests in the persistence of time-honoured customs and the old values on the one
hand and the weakening modern social and moral structure on the other. All this is concretely realized in terms of interaction of characters” (113). Raju’s mental turmoil crops up owing to his obsession for Rosie. He himself says: “The only reality in my life and consciousness was Rosie” (132). He feels disinterested in his profession and seldom attends his shop. Altogether he is ripped between anxieties and sense of insecurity and this is clearly perceived by Gaffur, the taxi driver. Gaffur says: “You are becoming rather stuck-up nowadays, Raju. You are not the old friend you used to be” (118). Among the economic groups Narayan projects in the novel, Gaffur belongs to the low wage earner’s group but he is sensible and rational. He is firmly rooted in his soil and is extremely traditional. He is professional and dedicated to his service. Indirectly he tries very hard to rescue Raju from the emotional tentacles of Rosie. Gaffur in his interaction with Raju throws some stinging remarks against modernization, emancipation of woman and urbanization. Marco leaves Rosie in the hotel and keeps himself engrossed in his archeological survey. As a husband he fulfills no responsibility and keeps her in isolation. In this context Gaffur comments: “After all mechanical brakes, you know; I still maintain they are better than hydraulic. Just as an old, uneducated wife is better than the new type of girl. Oh, modern girls are very bold. I wouldn’t let my wife live in a hotel room all by herself if I had to remain on duty on a hilltop” (115). The remarks reveal Gaffur’s patriarchal attitude to life. Raju is broad minded and has a respectable approach towards the feminine gender but Gaffur believes in gender discrimination. He is sceptical and cannot rely on the feminine sex. He is against freedom of women and prefers to keep the rein of his wife in his hand. This is a unique feature of the traditional Indian society. The intrusion or percolation of western values in Indian Society was appreciated and accepted by a particular class of the society whereas majority of the population still adhered to old values of a traditional and rigid Indian society. It is a fact that in the post colonial era modernization and westernization was instrumental. The Nehruvians wanted to marry Indian culture and Western culture and sought to implement particular secular western set of cosmological beliefs whereas Ghandhians sought to resist modernization for fear as it would lead to westernization.

This controversy, contrasting features are clearly visible in the concrete interactions of characters. Gaffur and Raju are the epitomes of two extreme fundamentals of society-conventionality and modernity.

The promiscuous relationship between Rosie and Raju continues with intermittent compunctions of Rosie. Rosie is asked to leave the house, and she takes a shelter in Raju’s house. From then onwards Raju emerges as a guide of Rosie and his only objective is to fulfill her goal in life. Gradually Rosie becomes a reputed public figure and this increases the greed of Raju by leaps and bounds. Raju from the beginning shows his inclination towards high caste. Incidentally due to Rosie’s fame and prosperity, Raju also mingle with high class people. He comments: “They addressed me as ‘Raj’ familiarly. I liked to hobnob with them because they were men of money or influence” (115). Raju becomes greedy every day. He begins to consider Rosie as his own property to earn money. Rosie is implicitly portrayed as a monetary resource. Rosie is exploited lovingly by Raju and he enjoys the pomp and grandeur of the high class society. Rosie is just opposite in nature. She is a perfect worshipper of art. She enjoys the charm of dancing the whole day and captivating the audience in the hall but she is not after money. She does not imbibe the greed for money from Raju rather she wants to lead a simple and normal life just like a next-door girl. When Raju tries to develop her sense of superiority, so that she can reject and abhor the company of ordinary people, succinctly she says: “That’s more money, she said. I don’t care much for that sort of superiority” (189). Here Narayan wants to evoke Gandhian economic theory through the character of Rosie. In Gandhian economic theory man is a supreme consideration and life is more than money. He wants to elevate modern economic philosophy from its materialistic base to a higher spiritual
plane where human actions would be motivated by social objectives rather than by individualistic and selfish considerations. In order to make her understand the significance of money, Raju philosophically says: “If we don’t work and earn when time is good, we commit a sin. When we have a bad time no one will help us” (190). In response to this convincing statement Rosie articulates something more philosophically: “Is there no way of living more simply” (195). This assertive statement of Rosie is a clear indication of her firm faith in Gandhian economic theories of ‘Simple living and High Thinking’. Raju’s ideologies are much more practical, quite oxymoronic to Rosie’s ideas of life. Breaking away the adamantine chains of rigidity imposed by Marco, Rosie is now like a free bird, exploring her life and art. Her life force is her art and she is controlled by rationality of Raju. In the words of Prof. Krishna Sen: “The modern Malgudi society that Raju embraces during his days of prosperity is hardly any better, either from the point of view of morality or humanity” (195).

Raju fully utilizes the power of money to get the permission for liquor from the government which was prohibited at that time. The author says:

‘Permit Holder’ became a social title in our land and attracted men of importance around me, because the permit was a different thing to acquire. I showed respect for law by keeping the street window shut when serving drink to non-permit folk. All kinds of men called me ‘Raj’ and slapped my back...Through my intimacy with all sorts of people, I knew what was going on behind the scenes in the government, at the market, at Delhi, on the racecourse, and who was going to be who in the coming week. (184)

Thus Narayan endorses a very ruthless and merciless and uncompromising picture of official and social cooperation existing in the society at that time just after the independence. In this context Prof. Krishna Sen remarks:

To these people culture is a commodity that is valued for the material benefits that it brings—they would have looked down on Rosie and her dance had she still been a devadasi, but now they lionize her because she is rich and famous. To a considerable extent, Raju’s moral lapse in bending the law to gain a personal advantage (when he forges Rosie’s signature) is symptomatic of this morally lax society, and not just an individual aberration. (196)

As days passed Rosie gets fatigued with the shows, name, fame and glory. She feels “like one of those parrots in a cage taken around village fairs, or a performing monkey” (84). She suffers from remorse for being untrustworthy to her husband, Marco. The traditional bond of marriage suddenly ignites her soul and she cries out: “After all, after all, he is my husband” (203). This is where the author extols the ethos of Hindu Marriage. She realizes her fault and pangs for her legitimate relationship with her husband. We can say Narayan espouses this relationship notwithstanding the influence of modernization. There is a constant shift in between conventionality and modernity in the novel. Marco exhibits his progressive nature when he allows his wife to stay alone in the hotel at the same time he is traditional when he defines her art as ‘street acrobatics’.

Narayan in one of his short stories titled ‘Selvi’ from the collection ‘An Astrologer’s day’ projects a similar character like Rosie. Here the story is named after the protagonist Selvi because all the events in the story, the various nature of human behaviour are centered round her. Here Mohan can be compared to Raju for his monetary pursuits. Like Rosie Selvi also is considered as a source of money. Mohan controls her financial matters and tries to accumulate more wealth by exploiting her talent. Selvi is benign, simple and her ignoramus appeal gives Mohan more opportunity to exploit her. Regarding Mohan the author comments: “He was a financial expert who knew how to conjure up money and at the same time keep Income Tax at arm’s length. Pacing his lawns and corridors restlessly, his mind was always busy, planning how to organize and manoeuvre men and money” (201). Mohan is considered...
almost a replica of Raju in financial matters. Selvi is kept away from the society and almost confined in a room. He considers her as his own property towards financial achievements in life. The rhythm of Mohan’s prosperous life is changed by his own behaviour. When Selvi wants to contact her mother, he is reluctant to give her permission because of her difference in social standard. Eventually she gets the news of her demise and this brings a complete change in Selvi. For the first time she becomes voluble and she says: “Please leave me out of all this, leave me alone, I want to be alone hereafter. I can’t bear the sight of anyone…” (158). Thus Selvi revolts against her ruthless husband and her stoic resignation shows her self-determination and mental strength. She is quite similar to Rosie as she also rejects Raju for his act of forgery and the revolting figure of Rosie adds a new dimension to the novel. It seems that Narayan satirises the western influence on Indian life. East and West conflict is always prevalent in Narayan’s novels and *The Guide* is no exception to it. Raju goes against the conventional society when she keeps Rosie as a mistress within his own premises. It is a fact in Indian life, society is of supreme importance and severe restrictions are imposed on the individual by the society. Raju breaks a moral code of the society and pays a huge penalty for it. If we consider the mythological background of Indian Literary Resource, we can astutely compare Rosie/Nalini with ‘Mohini’ because she entraps and seduces Raju into ways of life for which he was not prepared. Rosie in *The Guide* is portrayed as an embodiment of the ineffable principle of ‘maya’. She is a symbolic representation of ‘maya’, seducing and imprisoning Raju in his world of illusion. According to John Thieme:

*The Guide* employs a complex contrapuntal structure. The movement between the story of how Raju becomes a putative Sadhu in the present and his account of his past, which centres his activities as a tourist guide and his affair with Rosie, a married temple dancer from Madras, involves a dialectical interplay between the two modes of narration as well as the two actions. The first person narrative clearly enlists sympathy for a character whose transgressive behaviour might otherwise seem reprehensible, while the third person ‘camera eye’ view of him in his sadhu persona withholds judgment on the issue of whether the former tourist guide can now reasonably be viewed as a spiritual guide. (164)

The novel ends with Raju’s transformation from tourist guide to a spiritual guide. Raju is perceived to be a holy man by the innocent villagers of Mangal. Raju’s redemption comes with his attachment with villagers. At the end of the novel Raju becomes a saviour. The novel is open ended as it is not stated whether the village was totally drenched by heavy shower with the death of Raju, but at least we can state that Raju tries to save the villagers from their precarious state. In assuming the sincere responsibility of a redeemer despite his imperfections, Raju plays a significant role out of the versatility that he has shown in the novel. The theme of the novel can also be compared to Ngugi wa Thiong’o’s *A Grain of Wheat*. In the words of Sarala Krishnamurthy: “Raju the protagonist of *The Guide* and Mugo the protagonist of *A Grain of Wheat*, respectively, stand in front of the general public exposed in their shameful ignominy. Both are surrounded by thrumming sea of humanity, the multitudinous ness of life ebbing and flowing around them with absolute indifference and rigour. Raju dies with the hope of rain in his eyes and Mugo is led away by the prison guards”.(107).

At the end of the novel Narayan has drawn the picture of his protagonist with the skill of an artist. Raju, the egoistical character throughout the novel, who exploits Rosie’s innocent character, ultimately succumbs to death in a pathetic way. He always struggled to gratify himself and at the culmination he struggles with his life for spreading happiness among the villagers of Mangal. The denouement is neither a rejection nor a defence of the Hindu faith-it gestures towards the complexity of life, in which there are no simple solutions. The novel also follows the cinematic technique. The novel is interspersed with two personas of Raju. The sections leading up to and dealing with Raju’s fast are narrated by an omniscient
third-person narrator. It is followed by the confessional first-person account of his former life, as narrated to one of the villagers, Velan. I would like to end my article by contrasting the analysis of two critics- C.D. Narasimhaiah and G.S.Balarama Gupta. C.D. Narasimhaiah considers "Raju a transformed man in the end, someone who has attained authentic sainthood: With all his limitations Raju’s is a rich and complex life-achieving integration at last..." (106). In contrast, G.S. Balarama Gupta believes that Raju is a “Selfish swindler, an adroit actor, and a perfidious megalomaniac...” (127).

Works Cited
WATERSHED MANAGEMENT OF SARABANGA BASIN USING REMOTE SENSING & GIS, TAMIL NADU

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Abstract
Water resource is utmost important to the human life and their environment. In the view of and developmental of activities is form in the water source. The present study deal morphological studies of the Sarabanga upper watershed, Salem Districts in the sector. The rivers or basin or nadi is drain to concentrate for their extension of the development planning. The study area “Sarabanga upper basin” falls within River Sarabanga originates from the Shevaroys and flows in the northwestern and western parts of Salem district and joins with the Cauvery near Komarapalayam town. The area is bounded within latitudes 11°30’00”N - 12°00’00”N and Longitudes 77°50’00”E – 78°10’00”E. The area covered by Survey of India Topo maps No. 58I/1, 58I/2, 58E/10, 58E/11, 58E/13, 58E/14 of scale 1:50,000. The total aerial extent of the study area is 1215 Sq.km. The totally 93 lineaments present in the area of investigation. The prominent direction of the lineaments in NNE to SSW and NNW to S-SE. The major trend line towards on the NNE to SSW. The Sarabanga upper watershed has six orders of drainage and the total length of the drainage is 1564.95 and numbers about 1585. The major land uses are dry crop, wet crop, plantation, degraded forest land, water body and remaining are barren land, settlement and transport.

Key words: Watershed Management, Remote sensing & GIS.

Introduction
Water is a precious natural resource, without which there would be no life on Earth. We, ourselves, are composed of two-thirds water by body weight. Our everyday lives depend on the availability of inexpensive, clean water and safe ways to dispose of it after use. As a source of water, groundwater obtained from beneath the Earth’s surface is often cheaper, more convenient and less vulnerable to pollution than surface water. The growing pressures on land for food, fibre and fodder in addition to industrial expansion and consequent need for infrastructure facilities due to ever increasing population have given rise to competing and conflicting demands on finite land and water resources. About 175 mha of land in India, constituting about 53 percent of her total geographical area, suffers from deleterious effect of soil erosion and others forms of land degradation.

Review of Literature
Stream Order The numbering of streams in a network (Hierarchial rank). There are many different methods; the most widely used is that of Strahler (1964). This system classes all unbranched streams as first order streams. When two first order streams meet, the resulting channel is a second order.

Stream Length (Lu) The stream length (Lu) has been computed based on the law proposed by Horton (1945). Generally, the total length of stream segments is maximum in first order streams and decreases as the stream order increases.

Mean stream length ((Lsm)) According to Strahler (1964), the mean stream length is a characteristic property related the drainage network and its associated surfaces. The mean stream length (Lsm) has been calculated by dividing the total stream length of order ‘u’ and number of streams of segment or order ‘u’

AIM and Objectives
The present study of investigation has set the following as it aim.
- To delineate drainage morphometric characteristic (Linear and Aerial) carried out from the SOI sheets.
- To study morphometric characteristic of concern sub-watershed.
- The present study of investigation has set the following as it objectives.
- To calculate the parameters in Visual Basic programming language and to
Methodology
Methodology adopted for achieving the above mentioned goal is summarized in. There are three major components in the study viz. a) Field data collection include geological mapping; b) Meteorological data collection from Public Work Division (PWD); c) Remote sensing study through Landsat ETM satellite imagery and SRTM data. The Landsat ETM and SRTM satellite image was geometrically rectified with respect to the Survey of India (SOI) topographical maps on 1; 50,000 scale using ERDAS IMAGINE 8.7 software. The drainage pattern was initially derived from SOI toposheets and later updated using linearly stretched False Colour Composite (FCC) of Landsat ETM satellite data. Some of the first order drainages were updated from satellite data. The drainage pattern for delineated sub-watersheds was exported in Arc GIS 9.3 software for morphometric analysis. The parameters computed include stream length, bifurcation ratio, drainage density, stream frequency basin shape, form factor, circularity ratio and elongation ratio (strahler, 1964). The information about area, perimeter, stream length and number of stream was obtained from the sub-watershed layer and basin length was calculated from stream length. All these studies are integrated in GIS environment and morphometric investigation. The flow diagram is given in (Fig.1.1). The with the help of geodatabase file calculation work is carried in Visual basic Language further customization for the related parameters are developed in ArcObjects.

Study Area
Water resource is utmost important to the human life and their environment. In the view of and developmental of activities is form in the water source. The present study deal morphological studies of the Sarabanga upper watershed, Salem Districts in the sector. The rivers or basin or nadi is drain to concentrate for their extension of the development planning. The study area “Sarabanga upper basin” falls within River Sarabanga originates from the Shevaroys and flows in the northwestern and western parts of Salem district and joins with the Cauvery near Komarapalayam town. The area is bounded within latitudes 11°30'00"N - 12°00'00"N and Longitudes 77°50'00"E – 78°10'00"E. The area covered by Survey of India Topo maps No. 58I/1, 58I/2, 58E/10, 58E/11, 58E/13, 58E/14 of scale 1:50,000. The total aerial extent of the study area is 1215 Sq.km. Location map Fig (1)
Drainage

Hydrologists often view streams as being part of drainage basins. A drainage basin is the topographic region from which a stream receives run off through surface flow and groundwater flow. Drainage basins are defined based on the topographic information available on a map. The quality of this information degrades as map scale becomes smaller. Drainage basins are commonly viewed by scientists as being open systems. Inputs to these systems include precipitation, snow melt, and sediment. Drainage basins lose water and sediment through evaporation, deposition, and stream flow. A number of factors influence input, output, and transport of sediment and water in a drainage basin. Such factors include topography, soil type, bedrock type, climate, and vegetation cover. These factors also influence the nature of the pattern of stream channels. For our present study area, the drainage map was prepared using the Survey of India topographic sheet on 1:50,000 scale (Fig 2). This drainage map was scanned, georeferenced and digitized using ArcGIS 9.3 software. The drainage pattern in the basin shows both radial and dendritic pattern. Most of them are either circular or oval. Topographic hill high areas are drained by streams which radiate outward the central part and flow down the flanks in all directions.

Morphometric Analysis

Introduction

The hydro sciences deal with one waters of the earth: their distribution and circulation, their physical and chemical properties, and their interaction with the environment including interaction with living things and, in particular, human beings.

There are large areas where hundreds or even thousands of gallons per minute can be obtained from wells. Groundwater generally averages out to be a little harder and more mineralized than surface water in the same locality, but its quality is more uniform during the year.

Groundwater reservoirs accept water; they filter it to remove sediment and disease causing organisms; they store it in quantities vastly exceeding those which are of conceivable could be stored in all natural and artificial surface-water bodies put together; they even out its temperature and chemically qualify; they transport it from areas of replenishment to areas of need; and they slow down its natural discharge to the surface so that it makes up the bulk of the dry-weather flow of streams.
To an increasing extent they will be used to store surplus surface water through artificial recharge. This practice will be reducing the waste of good-quality water which otherwise serves no useful purpose.

Water and the materials over and through which groundwater flows constitute a vast, complex dynamic system in which any change in the operation of one part is reflected in more or less substantial changes in other parts.

A watershed is the area of land draining into a stream at a given location. The watershed divide is a line dividing land whose drainage flows toward the given stream from land whose drainage flows away from that stream. The system boundary is drawn around the watershed by projecting the watershed divide vertically upwards and downwards to horizontal planes at the top and bottom. Rainfall is the input, distributed in space over the upper plane; streamflow is the output, concentrated in space at the watershed outlet. Evaporation and subsurface flow could also be considered as outputs, but they are small compared with streamflow during a storm. The structure of the system is the set of flow paths over or through the soil and includes the tributary streams which eventually merge to become stream flow at the watershed outlet.

Rivers and the landforms they create can be considered at enormous range of scales. In microscale we can examine the movement of individual particles on a riverbed and the relationship between such factors as the roughness of the channel floor, the velocity of water flow and the rate of sediment transport. These range from the processes operating in a single bend in a river, to the different channel patterns arising from contrasting conditions of water flow, sediment transport and channel gradient, and ultimately to the morphology of entire drainage basins.

Rivers and streams can be simply defined as bodies of water flowing in an open channel. They have three important roles in landscape creation:

- They erode the channels in which they flow
- They transport sediments and solutes provided by weathering and slope processes as well as by the other reputational agents of ice or wind
- They produce a wide range of erosion and depositional landforms.
- River systems are the primary agents of erosion, transportation and deposition in the most landscapes, including many where surface water is not present for most of the time.

A catchment area is an area within which water supplied by precipitation is transferred to the ocean, a focus of internal drainage, such as a lake, or to a larger stream. (Note that the term catchment area is synonymous with drainage basin and, in the USA, with watershed)

For a number of reasons the catchment area is the fundamental unit of geomorphology. Catchment areas are usually well-defined areas, clearly separated from each other by drainage divides, with which surface or near surface flows of water and associated movements of sediment and solutes are contained. Since it is the transfer of material that causes changes in the elevation and the form of the landsurface over time, catchment areas constitute the natural unit for the analysis of fluvially-eroded landscapes. The outlet of catchment areas provides a very convenient point at which to monitor these movements of water, sediment and solutes. There are important exceptions to these generalizations – such as the partially subsurface flow of water in limestone terrains which may be unrelated to surface topography – but they are valid for the great majority of landscapes. Another important property of catchment areas is their hierarchical nature: each tributary in a catchment system has its own basin area contributing runoff, and so larger basins consist of hierarchy of smaller ones.
A final feature of catchment areas which makes them such important units of analysis in geomorphology is that, following the pioneer work of Horton and Strahler, many of their important properties can be expressed quantitatively in a way which allows one basin to be compared with another. Such quantitative description is termed catchment area morphometry and can be applied to the areal and relief properties of basins as well as the characteristics of their river channel systems.

**Parameter in Morphometric Analysis**

In the presently study, the morphometric analysis for the parameters namely basin perimeter, stream order, stream length, bifurcation ratio, stream length ratio, basin length, drainage density, stream frequency, elongation ratio, circularity ratio, form factor, etc., has been carried out. Various notations are used in morphometric analysis is showing in (Table:1) and various Methodologies adopted for Morphometric analysis is showing in (Table: 2).

### Table 1: Notations in Quantitative Geomorphology

<table>
<thead>
<tr>
<th>Notation</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Watershed area above gauge or other reference point, square miles / km</td>
</tr>
<tr>
<td>Ae</td>
<td>Area of a circle of same perimeter as basin, square miles</td>
</tr>
<tr>
<td>Au</td>
<td>Area of basin order u, square miles</td>
</tr>
<tr>
<td>Au</td>
<td>Mean area of basins of order u; square miles</td>
</tr>
<tr>
<td>Ao</td>
<td>Area of interbasin area, ft2, square miles</td>
</tr>
<tr>
<td>A1</td>
<td>Area of a first-order basin, square miles</td>
</tr>
<tr>
<td>A</td>
<td>Cross-sectional area of basin at a given contour level, square miles; a numerical constant</td>
</tr>
<tr>
<td>B</td>
<td>Regression coefficient, dimensionless</td>
</tr>
<tr>
<td>C</td>
<td>Constant of channel maintenance, ft2/ft; a constant of integration</td>
</tr>
<tr>
<td>D</td>
<td>Drainage density, miles / square mile</td>
</tr>
<tr>
<td>Du</td>
<td>Drainage density of entire basin of order u, miles / square mile</td>
</tr>
<tr>
<td>D1</td>
<td>Drainage density of first-order basins, miles/square mile</td>
</tr>
<tr>
<td>F</td>
<td>Stream frequency; channel frequency, No. / Square mile</td>
</tr>
<tr>
<td>G</td>
<td>Acceleration of gravity, ft/sec2</td>
</tr>
<tr>
<td>H</td>
<td>Basin relief, ft</td>
</tr>
<tr>
<td>Hg</td>
<td>Elevation difference; stream head to divide reference point, ft</td>
</tr>
<tr>
<td>Hu</td>
<td>Mean relief of basins of order u, ft</td>
</tr>
<tr>
<td>H</td>
<td>Height of given contour above basin mouth, ft</td>
</tr>
<tr>
<td>I</td>
<td>Item number in summation</td>
</tr>
<tr>
<td>J</td>
<td>A constant, dimensionless</td>
</tr>
<tr>
<td>K</td>
<td>Erosion proportionality factor, sec/ft</td>
</tr>
<tr>
<td>K</td>
<td>Highest stream order in a given basin, No.</td>
</tr>
<tr>
<td>L</td>
<td>Stream length from gauge to point on divide, miles</td>
</tr>
<tr>
<td>L0</td>
<td>Basin length, miles</td>
</tr>
<tr>
<td>Lca</td>
<td>Mainstream length from gauge to centroid, miles</td>
</tr>
<tr>
<td>Lg</td>
<td>Length of overland flow, ft, miles</td>
</tr>
<tr>
<td>Lg</td>
<td>Mean length of overland flow, ft, miles</td>
</tr>
<tr>
<td>Lu</td>
<td>Mean length of stream segments of order u, miles</td>
</tr>
<tr>
<td>Lsu</td>
<td>Total length of stream segments of order u, miles</td>
</tr>
<tr>
<td>Lo</td>
<td>Interbasin length, ft, miles</td>
</tr>
<tr>
<td>Symbol</td>
<td>Description</td>
</tr>
<tr>
<td>--------</td>
<td>-------------</td>
</tr>
<tr>
<td>$L_1$</td>
<td>mean length of first-order stream segments, miles</td>
</tr>
<tr>
<td>$M$</td>
<td>an exponent, dimensionless</td>
</tr>
<tr>
<td>$N_u$</td>
<td>number of stream segments of order $u$, No.</td>
</tr>
<tr>
<td>$P$</td>
<td>basin perimeter, ft. miles</td>
</tr>
<tr>
<td>$P$</td>
<td>constant in lemniscare model of basin shape, dimensionless</td>
</tr>
<tr>
<td>$Q$</td>
<td>discharge, ft/2/sec</td>
</tr>
<tr>
<td>$Q_r$</td>
<td>runoff intensity, ft/sec.</td>
</tr>
<tr>
<td>$Q_{2.3}$</td>
<td>discharge equaled or exceeded in 2.3 years, ft3/sec</td>
</tr>
<tr>
<td>$R_a$</td>
<td>basin-area ratio, dimensionless</td>
</tr>
<tr>
<td>$R_b$</td>
<td>bifurcation ratio of stream segments, dimensionless</td>
</tr>
<tr>
<td>$R_c$</td>
<td>circularity ratio, dimensionless</td>
</tr>
<tr>
<td>$R_e$</td>
<td>elongation ratio, dimensionless</td>
</tr>
<tr>
<td>$R_f$</td>
<td>form ratio of basin, dimensionless</td>
</tr>
<tr>
<td>$R_h$</td>
<td>relief ratio, dimensionless</td>
</tr>
<tr>
<td>$R_{hP}$</td>
<td>relative relief, dimensionless</td>
</tr>
<tr>
<td>$R_L$</td>
<td>length ratio of stream segments, dimensionless</td>
</tr>
<tr>
<td>$R_{Lb}$</td>
<td>ratio of $R_L$ to $R_b$ dimensionless</td>
</tr>
<tr>
<td>$R_s$</td>
<td>slope ratio of stream segments, dimensionless</td>
</tr>
<tr>
<td>$S_c$</td>
<td>channel slope, ft/ft, %</td>
</tr>
<tr>
<td>$S_d$</td>
<td>ground-surface slope, ft/ft, %</td>
</tr>
<tr>
<td>$S_{st}$</td>
<td>equivalent mainstream slope, ft/ft, %</td>
</tr>
<tr>
<td>$S_u$</td>
<td>mean slope of stream segments of order $u$, ft/ft, %</td>
</tr>
<tr>
<td>$S_2$</td>
<td>standard deviation, estimated from sample</td>
</tr>
<tr>
<td>$S_{2u}$</td>
<td>variance, estimated from sample</td>
</tr>
<tr>
<td>$U$</td>
<td>a given order of stream segments, a number</td>
</tr>
<tr>
<td>$X$</td>
<td>horizontal distance downstream from stream head, ft, miles</td>
</tr>
<tr>
<td>$X$</td>
<td>relative area of horizontal cross section to basin area, dimensionless</td>
</tr>
<tr>
<td>$X$</td>
<td>arithmetic mean of a sample</td>
</tr>
<tr>
<td>$Y$</td>
<td>vertical distance downward from stream head, ft</td>
</tr>
<tr>
<td>$Y_c$</td>
<td>elevation difference between local base level and sea level datum, ft</td>
</tr>
<tr>
<td>$Y_o$</td>
<td>elevation difference between stream head and local base level, ft</td>
</tr>
<tr>
<td>$Y$</td>
<td>relative height of given contour above basin mouth, dimensionless</td>
</tr>
<tr>
<td>$\gamma$</td>
<td>linear scale ratio in model analysis, dimensionless</td>
</tr>
<tr>
<td>$\lambda$</td>
<td>viscosity of a fluid; population mean (statistical)</td>
</tr>
<tr>
<td>$\mu$</td>
<td>density of a fluid; radius vector in polar coordinates</td>
</tr>
<tr>
<td>$\rho$</td>
<td>population standard deviation</td>
</tr>
<tr>
<td>$\sigma$</td>
<td>population variance</td>
</tr>
<tr>
<td>$\sigma^2$</td>
<td>angle of polar coordinates, degrees</td>
</tr>
<tr>
<td>$\theta_c$</td>
<td>gradient of stream channel, degrees</td>
</tr>
<tr>
<td>$\theta_g$</td>
<td>gradient of ground surface, degrees</td>
</tr>
<tr>
<td>$\theta_{max}$</td>
<td>maximum angle of valley-side slopes, degrees</td>
</tr>
<tr>
<td>SL. No</td>
<td>Morphometric Parameters</td>
</tr>
<tr>
<td>-------</td>
<td>------------------------------</td>
</tr>
<tr>
<td>1</td>
<td>Stream Order</td>
</tr>
<tr>
<td>2</td>
<td>Stream Length (Lu)</td>
</tr>
<tr>
<td>3</td>
<td>Mean Stream Length (Lsm)</td>
</tr>
<tr>
<td>4</td>
<td>Stream Length Ratio (RL)</td>
</tr>
<tr>
<td>5</td>
<td>Bifurcation Ratio (Rb)</td>
</tr>
<tr>
<td>6</td>
<td>Mean bifurcation Ratio (Rbm)</td>
</tr>
<tr>
<td>7</td>
<td>Drainage density (D)</td>
</tr>
<tr>
<td>8</td>
<td>Stream Frequency (Fs)</td>
</tr>
<tr>
<td>9</td>
<td>Drainage Texture (Rt)</td>
</tr>
<tr>
<td>10</td>
<td>Form Factor (Rf)</td>
</tr>
<tr>
<td>11</td>
<td>Circularity Ratio (Rc)</td>
</tr>
<tr>
<td>12</td>
<td>Elongation Ratio (Re)</td>
</tr>
<tr>
<td>13</td>
<td>Length of Overland flow (Lg)</td>
</tr>
</tbody>
</table>
Linear Aspect

Different morphometric parameters like stream order, stream length, mean stream length, stream length ratio and bifurcation ratio have been discussed in detail.

Stream order

River systems are a type of network: that is, they consist of a series of links which connect nodes. Networks can be analyzed with respect to two main sets of properties: the topological aspects of stream networks concern the interconnections of the system, whereas the geometrical aspects involve length, area, shape, relief and orientation parameters.

The basic element of stream networks is the stream segment, or link. This is a section of stream channel between two channel junctions or, for “fingertip” tributaries, between a junction and the upstream termination of a channel. Stream order expresses the hierarchical relationship between segments. It is a fundamental property of stream networks since it is related to the relative discharge of a channel segment. (Fig: 6.1).

Various systems of streams ordering have been proposed, but the two most frequently used are those of Strahler and Shreve. In the Strahler system a stream segment with no tributaries is designated a first order segment. A second order segment is formed by the joining of two first order segments, a third order segment by the joining of two second order segments and so on. It is important to note that with the Strahler ordering method there is no increase in order when a segment of one order is joined by another of a lower order. In contrast the stream ordering system proposed by Shreve defines the magnitude of a channel segment as the number of fingertip tributaries that feed it. As a stream magnitude is closely related to the proportion of the total basin area contributing runoff, it provides a good estimate of relative stream discharge for small river systems.

Stream order as defined by Strahler has been applied to numerous river systems and has been shown to be statistically related to various elements of catchment areas morphometry.

A segment of one order is joined by another of a lower order. In contrast the stream ordering system proposed by Shreve defines the magnitude of a channel segment as the number of fingertip tributaries that feed it. As a stream magnitude is closely related to the proportion of the total basin area contributing runoff, it provides a good estimate of relative stream discharge for small river systems.

Stream order as defined by Strahler has been applied to numerous river systems and has been shown to be statistically related to various elements of catchment areas morphometry.
Stream Order and Stream Length

The numbers of streams of various orders in a sub-watershed are counted and their lengths from mouth to drainage divide are measured.

The stream length (\(L_u\)) has been computed based on the law proposed by Horton (1945) for all the 5 sub-watershed (Table 3 & Fig 6.2). Generally, the total length of stream segments is maximum in first order streams and decreases as the stream order increases.

<table>
<thead>
<tr>
<th>SWSD NO:</th>
<th>SWSD Name</th>
<th>Stream Length in Km (Lu)</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>I</td>
<td>II</td>
</tr>
<tr>
<td>1</td>
<td>Kadayampatty,</td>
<td>217.21</td>
<td>92.61</td>
</tr>
<tr>
<td>2</td>
<td>Muthunaickenpatti</td>
<td>114.85</td>
<td>47.14</td>
</tr>
<tr>
<td>3</td>
<td>Mecheri</td>
<td>139.09</td>
<td>48.96</td>
</tr>
<tr>
<td>4</td>
<td>Jalakandapuram</td>
<td>132.19</td>
<td>52.23</td>
</tr>
<tr>
<td>5</td>
<td>Idappadi</td>
<td>198.00</td>
<td>83.92</td>
</tr>
</tbody>
</table>

Table 4

<table>
<thead>
<tr>
<th>SWSD NO:</th>
<th>SWSD Name</th>
<th>Stream Order</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>I</td>
<td>II</td>
</tr>
<tr>
<td>1</td>
<td>Kadayampatty,</td>
<td>381</td>
<td>123</td>
</tr>
<tr>
<td>2</td>
<td>Muthunaickenpatti</td>
<td>186</td>
<td>56</td>
</tr>
<tr>
<td>3</td>
<td>Mecheri</td>
<td>140</td>
<td>38</td>
</tr>
<tr>
<td>4</td>
<td>Jalakandapuram</td>
<td>175</td>
<td>52</td>
</tr>
<tr>
<td>5</td>
<td>Idappadi</td>
<td>256</td>
<td>71</td>
</tr>
</tbody>
</table>

Bifurcation ratio

The term bifurcation ratio (\(R_b\)) may be defined as the ratio of the number of the stream segments of given order to the number of segments of the next higher order (Schumn, 1956). Horton (1945) considered the bifurcation ratio as an index of relief and dissections. Strahler (1957) demonstrated that bifurcation ratio shows a small range of variation for different regions or for different environment except where the powerful geological control dominates. The \(R_b\) is not same from one order to its next order. These irregularities are dependent upon the geological and lithological development of the drainage basin (Strahler, 1964). The lower values of \(R_b\) are characteristics of the sub-watersheds which have suffered less structural disturbances (Strahler, 1964) and the drainage patterns has not been distorted because of the structural disturbances (Nag, 1998). The mean bifurcation ratio (\(R_{bm}\)) may be defined as the average of bifurcation ratios of all orders. In the present case, \(R_{bm}\) varies from 2.95 to 3.67 and all sub-basin in Sarabanga fall under normal basin category (Strahler, 1957).

Drainage Density

Horton (1932) has introduced drainage density (\(D\)) into American hydrologic literature as an expression to indicate the closeness of spacing of channels. It is defined as the total length of streams of all orders per drainage area (Table 5 & Fig 6.3).
Table 5 showing the Drainage Density of Sarabanga Upper Watersheds

<table>
<thead>
<tr>
<th>SWSD NO:</th>
<th>SWSD Name</th>
<th>Total Stream Length in Km(Lu) (Lu)</th>
<th>Area(Sq.Km)</th>
<th>Drainage Density(Km/Km²) D = Lu/A</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Kadayampatty,</td>
<td>418.38</td>
<td>288.58</td>
<td>1.44</td>
</tr>
<tr>
<td>2</td>
<td>Muthunaickenpatti</td>
<td>241.70</td>
<td>129.81</td>
<td>1.86</td>
</tr>
<tr>
<td>3</td>
<td>Mecheri</td>
<td>292.65</td>
<td>351.05</td>
<td>0.83</td>
</tr>
<tr>
<td>4</td>
<td>Jalakandapuram</td>
<td>270.21</td>
<td>190.62</td>
<td>1.41</td>
</tr>
<tr>
<td>5</td>
<td>Idappadi</td>
<td>342.01</td>
<td>255.15</td>
<td>1.34</td>
</tr>
</tbody>
</table>

Langbein (1947) recognized the significance of D as a factor determining the time of travel by water and he also suggested a drainage density varying between 0.83 and 1.86 km/km² in humid region with an average density of 0.89 km / km². Density factor is related to climate, type of rocks, relief, infiltration capacity, vegetation cover, surface roughness and run-off intensity index. Of these only surface roughness has no significant correlation with drainage density. The amount and type of precipitation influences directly the quantity and character of surface run-off. An area with high precipitation such as thundershowers loses greater percentage of rainfall as run-off resulting in more surface drainage lines. Amount of vegetation and rainfall absorption capacity of soils, which influences the rate of surface run-off affects the drainage texture of an area. The similar condition of lithology and geologic structures, semi-arid regions have finer drainage density texture than humid regions. According to Nag (1998), low drainage density generally results in the areas of highly resistant or permeable subsoil material, dense vegetation and low relief. High drainage density is the resultant of weak or impermeable subsurface material, sparse vegetation and mountainous relief. Low drainage density leads to coarse drainage texture while high drainage density leads to fine drainage texture. The drainage density varies between 0.83 and 1.86 indicating low drainage density. In the study area, the low drainage density indicates the region has highly permeable subsoil and thick vegetative cover.

Stream Frequency

Horton (1932) introduced stream frequency (Fs) or channel frequency which is the total number of stream segments of all orders per unit area. Hypothetically, it is possible to have the basin of same drainage density differing in stream frequency and basins of same stream frequency differing in drainage density. Tables (Table 5 ). Shows Fs for all sub-watersheds of the study area. It is noted that the Fs exhibits positive correlation with the drainage density values of the sub-basins indicating the increase in stream population with respect to increase in drainage density.

Table 5 showing the Stream Frequency of Sarabanga Upper Watersheds

<table>
<thead>
<tr>
<th>SWSD NO:</th>
<th>SWSD Name</th>
<th>Total Stream Length in Km(Lu) (Lu)</th>
<th>Area(Sq.Km)</th>
<th>Stream Frequency (Fs)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Kadayampatty</td>
<td>418.38</td>
<td>288.58</td>
<td>1.86</td>
</tr>
<tr>
<td>2</td>
<td>Muthunaickenpatti</td>
<td>241.70</td>
<td>129.81</td>
<td>1.97</td>
</tr>
<tr>
<td>3</td>
<td>Mecheri</td>
<td>292.65</td>
<td>351.05</td>
<td>0.54</td>
</tr>
<tr>
<td>4</td>
<td>Jalakandapuram</td>
<td>270.21</td>
<td>190.62</td>
<td>1.32</td>
</tr>
<tr>
<td>5</td>
<td>Idappadi</td>
<td>342.01</td>
<td>255.15</td>
<td>1.37</td>
</tr>
</tbody>
</table>

1564.95  1215.21
Drainage Texture

Drainage texture (Rt) is one of the important concepts of geomorphology which means that the relative spacing of drainage lines. Drainage lines are numerous over impermeable areas than permeable areas. According to Horton (1945), Rt is the total number of stream segments of all orders per perimeter of that area. He recognized infiltration capacity as the single important factor which influences Rt and considered drainage texture which includes drainage density and stream frequency. Smith (1950) has classified drainage density into five different textures. It is shown in (Table 6.6).
Table 6.6 showing the Drainage Texture of Sarabanga Upper Watersheds

<table>
<thead>
<tr>
<th>SWSD NO:</th>
<th>SWSD Name</th>
<th>Total Stream Length in Km(Lu) (Lu)</th>
<th>Perimeter (P) km</th>
<th>Drainage Texture ( \text{Rt} = \frac{\text{Nu}}{\text{P}} )</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Kadayampatty,</td>
<td>418.38</td>
<td>93.05</td>
<td>5.77</td>
</tr>
<tr>
<td>2</td>
<td>Muthunaickenpatti</td>
<td>241.70</td>
<td>54.71</td>
<td>4.67</td>
</tr>
<tr>
<td>3</td>
<td>Mecheri</td>
<td>292.65</td>
<td>104.75</td>
<td>1.81</td>
</tr>
<tr>
<td>4</td>
<td>Jalakandapuram</td>
<td>270.21</td>
<td>63.81</td>
<td>3.94</td>
</tr>
<tr>
<td>5</td>
<td>Idappadi</td>
<td>342.01</td>
<td>97.05</td>
<td>3.60</td>
</tr>
</tbody>
</table>

The drainage density less than 2 indicates very coarse, between 2 and 4 is related to coarse, between 4 and 6 is moderate, between 6 and 8 is fine and greater than 8 is very fine drainage texture. Mecheri sub basins indicate very coarse \( \text{Rt} \), Jalakandapuram and Idappadi shows coarse \( \text{Rt} \) and Muthunaickenpatti and Kadayampatty is moderate \( \text{Rt} \).

Summary and Conclusion

Among the six chapter, contain the study, the introduction, explain the prime aspects of and continuing the second chapter is deal study area of Sarabanga upper watershed at The area is bounded within latitudes \( 11^\circ30'00''\text{N} - 12^\circ00'00''\text{N} \) and Longitudes \( 77^\circ50'00''\text{E} - 78^\circ10'00''\text{E} \). The area covered by Survey of India Topo maps No. 58I/1, 58I/2, 58E/10, 58E/11, 58E/13, 58E/14 of scale 1:50,000. The total aerial extent of the study area is 1215 Sq.km.. River Sarabanga originates from the Shevaroys and flows in the northwestern and western parts of Salem district and joins with the Cauvery near Komarapalayam town. The rocks of the area are moderately weathered and poorly fractured, hence, the Sarabanga minor basin is having moderate groundwater potentials It consists of the revenue blocks Yercaud, Kadayampatty, Omalur, Veerapandi, Magudanchavadi, Taramangalam, Mecheri, Nangavalli, Idappadi, Kongapuram, Sankari and Salem.

The various Thematic maps are prepared through remotely sensed data in the scale of 1:50000 like Geomorphology, lineament, Drainage. So on prepared by visual interpretation. The other thematic maps are slope, Aspect, Relief, Contour obtained from SRTM image, is done by Landsat ETM image.

The pediment forming 50\% in the Kadayampatty, Mecheri, Tharamangalam, Virapandi, Thoppur and Residual Hill covered by SE, SW, and NNW of the study area. Their contributes 75\% of the total area and the remaining portion is occupied by valley Fill, Bajada Zone, Hill Top Pediment, Shallow Buried Pediment so on.

The totally 93 lineaments present in the area of investigation. The prominent direction of the lineaments in NNE to SSW and NNW to SSE. The major trend line towards on the NNE to SSW. The Sarabanga upper watershed has six orders of drainage and the total length of the drainage is 1564.95 and numbers about 1585. The major land uses are dry crop, wet crop, plantation, degraded forest land, water body and remaining are barren land, settlement and transport.

The Irugur series of soil is prevalent in the area and turn off zone is present on the upland hills. The slope of the study area ranges from 2.30\% to 83.82\%. Sloped towards direction of NW and SE.

In Shevaroys plateau and bauxite deposits are present. Shallow and deep buried pediments covers a large area in the study area, which is expected to vary depending upon the type of underlying structure and weathering. Pediments are consider of the normal to poor groundwater potential zones.

Remote sensing and GIS have proved to be efficient tool in drainage delineation and updating in the present study and these updated drainage have been used for the morphmetric analysis.
The morphometric analysis of the drainage networks exhibits the radial of dendritic drainage pattern and the variation in stream length ratio might be due to changes on slope and topography. It is also concluded from the study that the mature stage of streams in 5th mini-watershed and late youth stage of geomorphic development in remaining mini-watersheds.

The variation in values of bifurcation ratio among the mini-watersheds is ascribed to the difference in topography and Geometric development. Normally, if the bifurcation ratio (Rb) is low, the mini-watershed produces a sharp peak of discharge, and if Rb is high, the mini-watershed yields a low but extended peak flow. The stream frequencies for all mini-watersheds of the study exhibits positive correlation with the drainage density valves indicating the increase in stream population with respect to increase in drainage density.

Morphometric parameters are calculated in visual Basic programming language and the concerned results are tabulated respectively to their aspects have been discussed in fifth chapter with the necessary screen shots and their respective cosings. Further customization was carried out based on the needs of the project, so finally the calculation and the respective spatial features are displayed in the same VB form to produce the output.

Bibliography


EFFECTIVE BUSINESS COMMUNICATION AND ITS PROCESS – A REVIEW

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Abstract
In today’s world, communication is an important component of organisation activity. Because the global world has become widespread, most organisations need to meet their needs with a lower resource moral through communication. Communication is the process of transmitting information and common understanding from one person to another. In this article, I discuss the effective business communication, and communication process model. The study recommended that managers will need to communicate with employees regularly to improve workers commitment and performance.

Keywords: Effective Communication, Workers Performance, and Communication Process

Introduction
Man as a social animal has to communicate. Communication is the life blood of social as well as corporate world. The word “communication” is derived from the Latin word ‘communicare’ that means to impart, to participate, to share or to make common. It is a process of exchange of facts, ideas, opinions and as a means that individual or organization share meaning and understanding with one another. In other words, it is a transmission and interacting the facts, ideas, opinion, feeling and attitudes.

We exist because we communicate. Even our silence communicates a lot. We all have a layman’s idea of what communication is, but let us try to understand the concept fully so that we can use it effectively. Everybody knows that most of the time, through speech or writing or any other means like exchange of a common set of symbols we are sharing information with other human beings. It is, therefore, first and foremost a social activity.

Importance
Communication has a vital role to play in ensuring that people belonging to a particular country or a culture or linguistic group interact with and relate to people belonging to other countries or culture or linguistic group. Communication adds meaning to human life. It helps to build relationship and fosters love and understanding. It enriches our knowledge of the universe and makes living worthwhile.

Effective Business Communication

Provide practical information: Business communication changes all usually describe how to do something, explain why a procedure was changed, highlight the cause of a problem or a possible solution, discuss the status of a project, or explain why a new piece of equipment should be purchased.

Give facts rather than impression: Business communication use concrete language and specific details. Information must be clear, convincing, accurate and ethical. You must present hard evidence (not just opinion) and present all sides of an argument before you commit to a conclusion.

Clarify and condense information: Business communication frequently uses tables, charts, photos, or diagrams to clarify or condense information, to explain a process, or to emphasize important information.

State precise responsibilities: Business communications are directed to a specific audience. Therefore, you must clearly state what is expected of, or what you can do for, that particular audience.

Persuade others and offer recommendations: Business communication frequently persuades employers, customers, or clients to purchase a product or service or adopt a plan of action. To be
effective, persuasive messages must show readers just how a product, service or idea will benefit them specifically.

**Communication Process Model**

**Phase 1**

A person has an idea or thought which he wants to communicate to the other person. Now the sender sends the message with a carefully selected medium and channel. The sender encodes the idea (i.e) Written or spoken word, facial expression, gesture the message length, tone, and style all depends on your audience and your personal style or mood. The sender transmits the message to the receiver in a form of channel (i.e) Telephone letter, memo, email report, face to face exchange.

**Phase 2**

The message will now enter into the sensory world of the receiver. Sensory world we mean all the noise that surrounds a person that the senses sight, hearing, smell, taste, touch can detect.

**Phase 3**

From this sensory world the receiver picks up the messages through his senses. But receiver senses cannot detect all that exists in the world around him. Just how much they can detect depends on a number of factors. One is the ability of his senses. As you know not all eyes see equally well and not all ears hear equally well. And so it is with the other senses. Another factor is receiver mental alertness. There are times when he is keenly alert to all that his senses can detect, and there are times when he is dull – in a stupor, a daydream, or the like. Then there are the distractions “NOISES” that occur around receiver at the moment. They can weaken, perhaps even eliminate, the stimuli sent. Furthermore, receiver cultural background has sensitized him more to some stimuli than to others. Yet another limiting factor is the receiver will. In varying degrees, the mind is able to tune in or tune out events in the sensory world. In a noisy room full of people for example, the conversation of a single person can be selected and the other voices ignored.

**Phase 4**

When receiver senses pick up sender message, they relay it to his brain—that is, as much or as little of the message as they detect. But the sender message may not be all that receiver senses pick up. In addition to sender message, his sensory world may contain outside sounds, movements of objects, facial expression, and the like. In fact, these senses are continually picking up messages from the world around him. Sender message is just the primary one at the moment. The others are there, and they might interfere with sender’s message.

**Phase 5**

When sender message gets to receiver brain, it goes through a sort of filtering or decoding process. Through that process the receiver brain gives meaning to sender message. In other words, the message is filtered through the contents of receiver mind. Those contents are made up of all receiver knows. It includes all the cultural influences of his family, his organization memberships, his social group, and such. In fact, it includes all receiver has learned, experienced and thought throughout his life. Obviously, no two people have precisely identical filters, for no two people have minds with precisely the same contents. Because people’s filters differ, the meanings they give to comparable message may differ. Thus, the meaning receiver gives sender message may not be precisely the same as the one that someone else would give it. And it may not be meaning sender intended.

**Phase 6**

After his mind has given meaning to sender message, receiver may react to the message. If the meaning he received is sufficiently strong, he may react by communicating some form of response called feedback. This response may be through words, gestures, physical actions or some other means.
Phase 7
When receiver elects to communicate a response, through his mind he determines the general meaning encoding that the response will take. This process involves the most complex workings of the mind, and we know little about it. There is evidence, however, that ability, here and throughout this stage, is related to one's intelligence and the extent that one permits the mind to react. Receiver ability to evaluate filtered information and formulate meaning also is related to his stage, is related to one's intelligence and the extent that one permits the mind to react. Receiver ability to evaluate filtered information and formulate meaning also is related to his ability with language.

Ability with language equips one with a variety of symbols, words and other ways of expressing meaning. And the greater the number of symbols one possesses, the better one can be at selecting and using them. Receiver ends this stage of the communication process by forming a message. That is, he converts meaning into symbols decodes mainly into words, and then he sends these symbols to sender. He may send them in a number of ways: as spoken words, written words, gestures, movements, facial expression, diagrams on paper etc.

Phase 8
When receiver sends his message to sender, one cycle of the communication process ends. Now a second cycle begins. Now the sender becomes the receiver and receiver becomes the sender. The message enters receiver sensory world. Her senses pick it up and send it through her nervous system to her brain. There her unique mental filter influences the meaning he gives to sender message. This filtered meaning also may bring about a response. If it does, receiver, through her mind, selects the symbols for his response. Then he sends them to sender, and another cycle of communication begins. The process may continue, cycle after cycle, as long as both sender and receiver want to communicate.

Conclusion
The communication that takes place within the group is a fundamental mechanism by which members show their frustrations and feelings of satisfaction in the business world. Communication, therefore, provides a release for the emotional expression of feelings and for fulfillment of social needs. The final function that communication performs relates to its role in facilitating decision making. It provides the information that individuals and groups need to make decisions by transmitting the data to identify and evaluate alternative choices. The world exists because of communication.

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FEMINIST PERSPECTIVE IN NAYANTARA SAHGAL’S NOVELS THE DAY IN SHADOW AND A TIME TO BE HAPPY

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Abstract
Nayantara Sahgal is one of the great Indian novelists in English. She began writing when she was very young and became a professional writer in the post-Independence year. Her novels deal with men and women, especially women struggling against oppression and injustice heaped upon them in the name of tradition and culture. Nayantara portrays the inalienable right of freedom for women in many of the characters in her novels, such as Simrit in The Day in Shadow, Saroj in Storm in Chandigarh and Rashmi in This Time of Morning. A time to be Happy (1958) and Storm in Chandigarh (1969) are classed as her political novels; This Time of morning (1965) Storm in Chandigarh (1969) and The Day in Shadow (1971) are autobiographical as far as they build on her own emotional experiences and conflicts. The later three novels published between 1985 and 1988 are markedly different from her earlier work as they move away from immediate political events to the early decades of the twentieth century. As a writer with feminist concerns, Nayantara Sahgal is a progeny of the tradition wherein power itself is deified as goddess ‘sakti’, a female symbol. Her fictional world is occupied by political leaders, business tycoons, foreign advisors, upper class people, journalists and highly qualified persons like ambassadors and ministers. A political theme is often combined to the theme of man-woman relationship, their marital problems, their temperamental incompatibility, the problems arising out of their submissiveness and finally the place of a woman in society. The Day in Shadow gives a sensitive account of the sufferings of a woman in Indian society when she opts to dissolve a seventeen year old marriage. A divorced woman is stigmatized forever and she is curiously watched by others as if divorce were a disease that left pock marks. In Time to be Happy, Nayantara’s main concern is with self expression within marriage. She describes marriage as a ‘life-long damage’ if the other partner is not sensitive enough to communicate. Marriage is the unwritten law of most societies and very few do not subscribe to it. Sahgal presents couples from three generations and details their antithetical relationships.

Keywords: Feministic perspective, Indian English fiction, Women in society, Nayantara Sahgal.

Rooted in Indian Civilization
Indian English literature is the expression of a sensibility firmly rooted in the traditional, going back to the very dawn of civilization and yet throbbing in its live links with the very modern and the contemporaneous. While the Indian English literature is intrinsically part of the continuum that constitutes the Indian mind-set, both thematically and stylistically the expression of this sensibility is in perfect consonance with the modern as well as the post modern framework. The Indian writer depicts Indian life and culture and reflects faithfully the life and spirit of the Indian ethos. He grapples with the problems and tensions generated by the rather unique way in which an individual’s life and character are determined by home, family and society in the Indian social milieu. It can be peculiarly Indian in respect of its form and narrative techniques employed and the manner in which the author adapts the English language to the native sensibility. It can be characteristically Indian in its moral and spiritual content to a very large extent. Women are an integral part of human civilization. No society or country can ever progress without an active participation of women in its overall development.

Pre- and Post-Independence Feminists
The 1920s was a new era for Indian women and what is defined as “feminism” was responsible for the creation of localized women’s associations. These associations emphasize women’s education issues, develop livelihood strategies for working class women, and also organize national level women’s associations such as the All India Women’s Conference. Post-independence feminists began to redefine the extent to which women were allowed to engage in the workforce. Feminist class-consciousness also came into focus in the 1970s, with feminists recognizing the inequalities not just between men and women but also within power structures such as caste, tribe, language, religion, class and so on.
Outside World

The meeting point between this life and the outside world, in Sahgal’s novels, is politics or administration. So, the scene of action always is either the drawing rooms of a society lady, the bungalow of a minister or ambassador, the posh residence of a vice-chancellor, the office of a top officer, the party thrown by a climbing businessman or the neatly trimmed garden of an equally important person. And the things talked about are parties, varieties of wine, picnics, marital relationships, divorces, settlements, litigations, positions, politics and student-violence. It is just the stuff of restoration comedy of manners, with this difference, that politics is not part of the game of those comedies and that we don’t find in Sahgal’s Devi, Saroj or Simrit, the hypocrisy and smuttiness of a lady Wishfort or Mrs. Pinch-wif

Sensitive Account of the Suffering of Woman

The Day in Shadow gives a sensitive account of the suffering of a woman in Indian society when she opts to dissolve a seventeen year old marriage. A divorced woman is stigmatized forever and she is curiously watched by others as if divorce were “a disease that left pock marks”. (TDS 4) The mere habit of living with someone for many years makes it difficult for Simrit to accept the idea of living alone, all by herself.

Simrit feels that not only her intellectual needs but her emotional needs too remain unfulfilled in her status as a “happily” married woman. She however, never ceases to wish for their fulfillment. Her desire for the kindly attention of Som leads surprisingly enough to her frequent pregnancies. Simrit did not specially want a boy or another baby. But pregnancy had accidently spread a feast before them, a lavish flowering sensuality that took all the time in the world to fulfil. It transformed Som, making him a little afraid and beautifully unsure. After the baby came he would go back, but while this lasted she made the most of it. She never told him she felt reckless, not fragile during these months.

Som and His Wife Simrit

Som set a price for any work, just as a businessman. “Be tough. Be winner”. (TDS 69) That was his motto, no question of emotions, and sentiments. He batters his way through opposition. This is how Som dealt with his wife also. He could not understand the finer emotions of love, sympathy, understanding and friendship. Apart from his business acumen, these were things outside his realm. When Simrit expected such feelings from him, Som could not reciprocate. Her quiet resistance to his bullying, mentally and physically exasperated him. It was a blow to his male ego. So all the more he redoubled him malicious oppression with a vengeance. This is how Simrit also felt. She found him aloof. She had to take the little journey to be made each time to acceptance, to the moment of complete security. This feeling of security comes only when there is sympathy, understanding and especially friendship. Som would not speak business with Simrit, or in her presence. he thought that business was something obscene and unmentionable or women were morons. So most of Som’s life stayed cut off from her.

Talk is the Missing Link in Relationship

Simrit realizes that talk is the missing link in her relationship with Som and tries in vain to engage him in any meaningful dialogue. She is isolated and ignored like a piece of furniture, but used for physical comfort whenever needed by Som. She suffers marriage therefore, as a solitary confinement of the human spirit instead of enjoying it as communion and a union of two human minds and spirits. Som’s failure is, therefore, basically, of a bestial nature and forgivable insensitivity. Som is drenched in his affluent arrogance, sensuality and utter lack of refinement. Culture is beyond the ken of his
understanding; sensuous response to the bounty of Nature is beyond his experience. Success and money at any cost are his goals in life: for example, Simrit recalls the days of his association with Vetter:

Simrit looked at Som during those days not always recognizing him. He had Germen phrases on the tip of his tongue and Vetter's mannerisms. He did most of his personal shopping in Europe. In a royal blue jacket, a French silk tie and handstitched Roman leather shoes he even looked foreign.

**Bound by Traditions**

But he can never go away from the traditions of his own country. It is tradition in Som that urges him to believe that woman has to live under the control of man. He hates women's individuality and their freedom and believes in male domination to such an extent that he gives the least freedom to his wife. He expects her to conform to his ideal of subdued womanhood, and considers the inequality of their relationship to be the right order of things. Though he is modern in other aspects, when coming to husband-wife relationship he is completely traditional. He gives no voice to Simrit even in the ordinary decision of everyday life. All her attempts to change him go awry. Som becomes furious at her protests and asks her either to be a docile wife or to finish off the whole farce of their marital relationship. She demonstrates that individual freedom is so precious that it should be compromised or allowed to be suppressed.

**Orthodox Hindu Upbringing in Contrast to Som's Interest in Change**

Simrit experiences her sense of failure as proceeding from Som. She is blissfully unaware that she is rejecting him, by such thoughtless acts as withholding sexual pleasure, but believes that he is rejecting her by denying equal status. Her secret desire to fail, this time as a wife, is thus unconsciously fulfilled by the above psychic mechanism. Her orthodox Hindu upbringing which has to a certain extent caused her passivity as Sahgal seems to think, is also responsible for her closing in on her final decision to divorce.

Simrit brings out the contrasting quality in Som who is interested in change, finding new things, new toys. Raj could not understand how Simrit could so unrealistic, being not aware of the punishment imposed upon her by husband, Som. The divorce terms dictated by Som are nothing but an outrage on the untrusting, unsuspecting innocent victim. She found that her callous husband had treated her in every other little thing the same way.

**Vengeful Divorce Terms**

At times Simrit appeared to Raj something like a child lost, patiently waiting somebody to say or guide what way or what to do. But she knew that she was basically tough; a toughness in out of integrity. She had known how to act. Raj was like a quality of strength. She deserved help. He would do what he could do to believe the situation. Simrit was trapped and maimed even after her divorce because of the settlement terms. Som imposed such cruel penalties on her to the taxation. He could have done it by some other humane ways. When Som explained the treachery, Simrit could not understand why Som should be so cruel and revengeful upon her. Som said it was more than a life sentence. Life sentence ends after a period of time. Hers was a real life sentence and it would be upon her until she died. Simrit had been having nightmares with a frightening clarity since her divorce. What wrong had she committed? Was it because she fought his injustice so stoically with self-composure? Did it exhibit his moral inferiority? Sahgal describes her feelings thus:

Som could have forgiven her if she had been a weaker being. Unsure, dependent, even deceiving. But beneath her docility she was none of these things was unpardonable. And she could have loved him in spite of everything, if only sometimes she had fought him.
Simrit found that she had to pay taxes for six lakhs worth of shares in her name. Som controlled her shares. Som argued reasonably, of course, that she had to pay taxes as the shares were in her name. It was a crippling burden she could not bear since most of her earnings by her work would be wiped away in paying the taxes. Simrit’s revenge was to make her pay the taxes which he knew she could not; and any way enjoy the benefits of the shares. Simrit found that she had nothing to give her children except herself. But would that be enough? Som controlled everything, cars, houses, bank accounts etc. Simrit on the suggestion of Raj met Moolchand, the lawyer who drafted Som’s consent terms. She did not show any emotion when she described Som’s conduct to the lawyer. It would be a wrong approach. Moolchand was impressed by her composure. His professional experience would have tackled an outburst or pleading even. But her matter of fact way in dealing with the affair unnerved him. He thought she was a cool customer.

Simrit’s divorce leads to problems not only in coping with her own irrational fears and tensions, but also with society which does not recognize a woman’s identity apart from her husband’s. She is an “over-loaded donkey... with its back breaking, and no one doing anything about it, not because they can’t see it, but because it’s a donkey and loads are for donkeys”. (TDS 56) Simrit’s several pleas to relieve her of the tax onus go quite unheeded not only by Som, but even by the society at large. She feels her life with Som to be no different from her present existence: “May be she had always been an animal, only a nice, obedient, domestic one, sitting on a Cushion, doing as she was told. And in return she had been fed and sheltered.

Over the extent and depth of his attachment to her. He firmly furnishes a pose of hegemony towards Simrit. What Simrit says or does is inferior, faulty and unimpressive. He almost oppresses Simrit with his discerning superiority. Language, which can be a bone of contention for two incongruous forces, here becomes solely a tool of patriarchal domination, never yielding place to “feminist resistance to oppression”. The novel is no doubt an epic on woman’s struggle against patriarchal domination and social construction. Simrit on her part avows her inferiority and confesses her ignorance. Simrit was actually attracted to Raj only by his language and she continues to regard his statements, however, shallow or partial it may be, as great or simply invaluable. Simrit is verily more aware of the injustice done by man, but habit makes her a willing prisoner of exploitation and injustice.

Raj and Simrit

Raj had claimed to recover Simrit for his own sake. Simrit fails to understands Raj’s biased nature. She blindly pays divine respect to him and feels lively in his company: A smile from him, as N.Shamota says “radiated an atmosphere of suppressed jubilation that lapped around her in waves”. (Shamota 106-107) Actually loyal to Raj, Simrit feels “Raj had uncarved her”, never for a jiffy suspecting that Raj might be only carving her into a shape he himself likes. She gets easily captivated by him and is completely under his influence.

Westernized Youth

A Time to be Happy (1958) is a fictional enactment of the growth of a young,

The Locale

The locale is, for most of the time, Sharanpur, a small town whose source of fortune is the textile industry, mostly owned by the British and a couple of rich Indian businessmen, namely, the narrator and Sir Harilal Mattur. The concept of the unity of place is not strictly observed by Nayantara Sahgal in so far
as she allows her characters to move in and move out of this small town in Uttar Pradesh, depending on the exigencies of the situation. The narrator at times is seen shunting between Lucknow and Sharanpur.

**Dawn of Freedom?**

The title of the novel *A Time to Be Happy* indicates there is a dawn of freedom, but its implications are ironic; the political freedom alone will not ensure real happiness in life, unless people have economic freedom and change their outlook on man woman relationship. In the novel, the action begins and ends on a symbolic note signifying the end of an era and a new beginning. The novel *A Time to Be Happy* is set in the immediate pre and post independent period and deals with the East-West encounter, the impact of English on western education, the burning desire for identity and roots, marriage and Hinduism.

**Women Characters**

The women characters too fall into two groups: the first includes those women who have been cast into the mould of Hindu orthodoxy since their childhood and they seek happiness in its total acceptance without questioning its ambivalent character; the second group is constituted of women who in the midst of the mechanism of a naturalistic environment try to adjust to the changing circumstances, but finding the whole universe structured on the principle of male-dominance, exhibit shades of rebellion. Their struggle does not aim at demolishing the traditional structure to identify themselves with modernity, but it is a plain refusal to be equated with the under-privileged groups like the minority races, in their own homes. They make a bid to liberate themselves from male-oppression and promote the ideals of self-reliance, self-sufficiency and self-respect by breaking down male-female stereotypes.

**Ammaji**

Sahgal presents three generations of couples, all of whose marriages except that of Sanad and Kusum are arranged marriages.

The mother of the narrator and Ammaji, the mother of Govind Narayan, belong to the first generation. The narrator of the novel points out that his unorthodox father and his traditional mother are wonderfully suited to each other inspite of their disagreements, “as there must have been some in a marriage that lasted fifty years” (TH 8). His mother believes that the husband’s concern was with God and the wife’s *with God in him* (TH 7). As she compromised with her husband, there is no occasion for conflict. But Ammaji and her husband belong to two different worlds. She is a woman character “at a time when character was not admired in women of breeding” (TH 28) Her husband is not only an “indolent pleasure loving man” (TH 28), but also a dashing boule vardier who cannot understand “her nun like disdain of luxury”. (TH 28) She refuses to submit to the mould in which he tries to cast her. Moreover she is bold enough to “criticize all that she disapproved of in her husband and his home”. (TH28) But they never think of raking the incompatibility as they believe that marriage is for life and “those who do not adjust to its ups and downs must forever remain unhappy”.

Ammaji, though she belongs to the older generation, has a strong will power to maintain her actual personality. Ammaji’s husband like most men never tries to understand her emotions, desires and hopes. Instead he cleverly avoids situations which would create chances for any argument. Finally, she compromises to her lot and becomes passive like a typical Indian woman and this saves their bond from any possible damage. “All my needs are here within the house’ she declared. What is there for me in the world outside? You who are young must enjoy yourselves. For me the worldly life is over and the time of contemplation has begun”.

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Lakshmi

Lakshmi, the wife of Govind Narayan and Maya, the wife of Harish belong to the second generation. Lakshmi’s marriage to Govind Narayan is an arranged marriage which is often considered a solid stable structure, true and tried, built on the theory that affection and mutual regard could reasonably be expected to flourish between partners of the same social, religious and provincial background. (Sahgal 51)

Lakshmi is a "person content to be a woman, glorying in her femininity" (TH 73) whereas Govind Narayan, is a person who is “Still living in the era of Nawabs”. (TH 4) They are well matched to each other that there is no occasion for them to face any serious conflict.

But Maya is the predecessor of Mrs.Sahgal's women protagonists who are the victims of matrimonial incompatibility.

Maya

Maya is a woman of ‘character’ who is not willing to submerge her individuality. Maya Shivpal is the first character of Sahgal who starts the journey towards self-realization. Maya has enjoyed a rich and happy background with her parents before marriage. Her presence has been very much enjoyed by the family members. Her individual interests and wishes have been honoured at home. But her marriage to Harish is doomed right from the beginning. Sahgal shows great sympathy for women who are married into backgrounds different from their own. They need time and understanding from their husbands, at the least to adjust to their new environment but they rarely get these comforts.

Maya finds out that she can easily communicate with the narrator and they fall in love. But she cannot think of a divorce. She does not try to escape and have an extra marital affair. The Narrator cannot express his love for her as both of them have tremendous belief in the indissolubility of marriage. It takes a long time for the Narrator to regain the ground and to conduct himself with her in a casual way. In an introspective mood, he questions: “What should I have done? Begged her to go away with me? Continued to see her and love her, at no matter what cost? Such solutions are for fairy tales. Reality is framed in another perspective altogether”. (TH 69) As he wants to withdraw himself from the embarrassing encounters with Maya, he makes himself more involved in the activities of congress as a volunteer, as a result of which Maya has to lead a life of alienation and isolation.

Kusum

The marital relationship between Sanad and Kusum though it had a felt some connection at the initial stage, is maintained only because of the patience of Kusum. Though she has no interest in the world of Sanad for the sake of maintaining marital harmony, she changes herself to the level of attending clubs, wearing high heels and drinking cocktails. Their marital relationship is saved as Kusum has learnt the art of being accommodative. Jain says:

The clash of their expectations, however does take place in them, because Sanad by his determined quest for an identity and a sense of selfhood is able to reach so much that lies beyond the limited world of his upbringing. (Jain 89)

The change in Kusum is a silent transformation from one world to another. There is no conflict, rebellion or bitterness in her. She is able to establish herself and her house in the way she would have liked to, and is happy in her own inexpressive and quiet world, quite different from the aristocratic grandeur of her mother’s house, with its priceless objects of art, expensive carpets and palatial buildings. Finally, Sanad and Kusum discover each other because they have discovered the truth about themselves.
In the Background of the Quit India Movement

*Time to Be Happy* is set in the background of the Quit India Movement. Though all the couples appear to be happy, they have pain deep down in their hearts. All the marriages survive till the end and the marital bond is not broken in any of the cases. But that is not proof that all the couples are happy. The marital agreement is maintained because of the social conventions and the moral fear of the society. Though they are not soul-mates to each other and howsoever wrong their match may be, the women in this novel do not dare to come out of their homes or to break their marriages ties.

**Feminist Writer**

Feminism is an expression which connotes a movement for securing equality between the sexes in all walks of life, social, economic and political. It aims at ensuring for womanhood freedom in all respects. A Feminist is a person, male or female, who is concerned with the status of women, and who advocates or works for the removal of all forms of discrimination and oppression of women, so that they may live in a milieu of freedom, dignity and equality with men. Viewed from this angle, *The Day in Shadow* and *Time to Be Happy* can truly be identified as feminist novels and its writer, Nayantara Sahgal, as a feminist writer.

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ECOLOGICAL THOUGHT IN THE LIFE & TIMES OF MICHAEL K AND THE CONSERVATIONIST

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Abstract

This paper argues that J. M. Coetzee’s 1983 novel Life and Times of Michael K is informed by a rich and early ecological vision that has not been adequately considered so far. It argues that Coetzee demonstrates an interest in all living organisms and pays attention to their environment and interaction. It is argued that Coetzee’s ethicopolitical vision is not limited to humans and that minor forms of life like plants and animals are as significant as human life on earth. The result is that the “non-human other” is never ignored in Coetzee, which testifies to the importance of a broad philosophical vision that acknowledges rather than subsumes difference. This paper, hence, makes a connection between Coetzee’s ecological vision and his ethicopolitical attention to otherness. The result is what we can call Coetzee’s “ecological postcolonialism.” In addition, my argument explores and defends an often underplayed theme in Coetzee’s fiction, namely that of gardening. While some recent Coetzee scholarship has acknowledged the significant presence of animals in his fiction, that of vegetation remains by far underplayed. In Coetzee’s vision, plants and landscapes are unduly ignored and exploited in times of political strife, which accounts for Coetzee’s ecocritical—and by implication political—relevance. In other words, Coetzee’s ecological vision—I seek to prove—is still richly political as an inveigh against various forms of injustice, including but not limited to apartheid.

Key words: Coetzee; Fiction; Ecology; Life and Times of Michael K; Postcolonialism; The Conservationist, Ethics; Politics; Ecocriticism

Contemporary concern with the environmental crisis, and how humans and the natural environment interact is fundamental to ecocriticism, a relatively new branch of literary theory. In this thesis, I will analyze two novels by South African writers who reflect on themes of ecology and environmentalism. In specific, I will examine how their characters relate to land. I will show what the writers’ views are on what it means to be green in South Africa.

1.2 First, on a larger scale, there are environmentalists worldwide who actively engage to stop the destruction of plants, bacteria or other biological life-forms because of human intervention in nature. Often the merits and problems of the use of technology are taken into account because technology very often forms a threat to the natural environment. For example, nuclear energy is a controversial topic for this reason. In war-like situations, particular countries rely on nuclear power, for national protection or military defense. While technological progress has its costs, of course, as does every technology, the negative impact of nuclear power, for example, has changed many people’s views on the use of atomic power. In fact, air and water has been polluted. Also, with more sulfur in the atmosphere, the temperature of the earth will continue to rise. Moreover, through the spread of radiation many people have been exposed to great dangers. Thus, this particular environmental threat contributes to a greater awareness of the importance of critical thinking on what affect humans have on their environments.

Eco-criticism, in fact, is an “important branch of green studies … which theorizes about the place of literature in the struggle against environmental destruction” (Coupe 302). Ecocriticism is also described as “the field of enquiry that analyzes and promotes works of art which raise moral questions about human interaction with nature, while also motivating audiences to live within a limit that will be binding over generations” (Gomides 16). It encourages readers to think about how resources are divided and addresses complex problems that have no simple, technological answer (Vogel).

In South Africa, visions on environmentalism altered in the 1990s when the country’s government was democratically elected (Vital 297). During apartheid, environmentalism was characterized by a colonial interest in the conservation of nature. Much “green activity” has been successful so far. Still, many practices of activists or environmental organisations have proven to have damaging effects on the...
South African people. Often the too bureaucratic policies and theories implemented by the environmentalist movement are not appropriate, and the individual concerns of people, human needs, are not taken into consideration (Huggan 703). However, political activity in South Africa in this field is increasingly about making environmental strategies "people-centered" (Vital 298-299). New ways are sought to reconcile the demands of environmentalism with those of social justice. However, to bring about or conserve healthy (living) environments, while treating all people as valuable and in a fair manner, is complex. The ethical objections, in fact, to environmentalism (the vast majority of poor people suffering from the environmental activities, for example) are often in conflict with active protection of the environment. It is often argued that the welfare of (all) people is far more important than preserving nature. 5 Thus, it comes down to a moral question. Do the poor, for example, have (as much) right to actively oppose environmental concern because they suffer from it? 1.5 In the books discussed in this thesis, J.M. Coetzee’s Life & Times of Michael K and Nadine Gordimer’s The Conservationist, the theme of nature is clearly present. This makes these novels particularly interesting as interpretive literary solutions or obstacles in regard to the physical environment. Ultimately, these works will stimulate readers to form an ethos, or shared interpretation of the moral significance of how to relate to the physical environment, which in the long term might guide or alter current political visions or strategies for practicing environmental justice. To be more specific, the novels analyzed offer insight into and perhaps solutions to the contemporary complex discourse of practicing environmental justice in South Africa. The writers both address nature, or Eco-critical concerns, and introduce many readers to postcolonial ecological thinking.

The main question, therefore, which this thesis seeks to answer will therefore: In The Life & Times of Michael K. and The Conservationists, what views do the authors present in regard of the eco-critical debate of what one conserves and who pays for it. There are certain characters are either privileged or subordinated because of the unfair division of land is very important in a South African context. In fact, during the apartheid, many people from disadvantaged groups, such as the blacks, suffered from environmental racism because of the racist system of apartheid. In chapter four, I will consider what the role is of communication problems in regard to how to divide land and how to relate to land. Because certain groups do not communicate or connect, environmental justice is delayed.

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MODERN ISSUES OF SOCIAL STRATIFICATION IN MANU JOSEPH’S SERIOUS MEN

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Abstract

The modern novels in Indian writing in English depicts the modern issues in the Indian society. In Serious Men, Manu Joseph shows the modern problems of society due to the arrangement in terms of superiority, inferiority and equality. Serious Men depicts various issues like social mobility, caste suppression, and clash in reservation system due to caste. Serious Men not only deal with the problems of the characters, but also highlights the themes and experience that are universal. Manu Joseph has deliberately chosen to write about the plight and problems of modern people in the stratified society. Manu Joseph wants to point out the vengeance and the revenge of the formally suppressed people in the modern world. This paper intends to show the neoteric problems in Indian society due to divisions inside the society.

Key Words: Social Stratification, Caste, Class, Gender, Religion, Dalit, Society.

Indian writing in English is a product of historical encounters between Indian and Western culture for about one hundred and ninety years. Manu Joseph is a rising star in the contemporary modern Indian literature. He is a journalist and a novelist. The Illicit Happiness of Other People and Serious Men are his two works. His first novel Serious Men is a hilarious portrayal of runaway egos and ambitions between two different class as well as caste people and moving portrait of love and its strange workings in the modern society. Serious Men tells the story of Ayyan Mani, a middle-aged Dalit, a person from the lower caste, who works as an assistant to a Brahmin scientist named Aravind Acharya, a person from the upper-caste, astronomer at a scientific institute in Mumbai. Furious at his humble situation in life and due to the hatred of upper caste, Ayyan develops an outrageous story that his 10 year old son is a mathematical genius in order to make his son become a scientist from the lower caste. A lie which becomes increasingly elaborate and out of control. Manu Joseph has spoken about caste and straightforwardly plunged into the mind of a Dalit man. Manu Joseph describes that in the modern India, caste system seems to become a lot less significant part of daily life of people, but it is not true, its significance still exists everywhere. Caste is not openly discussed, but it dwells in everyone in a silent way. In the novel Serious Men Manu Joseph points out the difference between the upper caste and the lower caste, from basic things like dressing, speaking, diet, social status and the other issues. Manu Joseph has done all these things very easily without making it grotesque. He writes about the serious matters with a marvelous light touch.
The novel’s storyline travels through the character named Ayyan Mani. Ayyan Mani, a dark tiddy Dalit works as a secretary to a big man Aravind Acharya, a high class Brahmin. From the beginning Manu Joseph unveils the hatred of Ayyan on the higher caste people to the readers. Ayyan’s ugly nature is described through his thinking. Ayyan is living in BDD Chawl which is built by the British before eight decades. It is built for the homeless, but later it is converted into a jail. After independence the homeless people occupied it and now it is the hive of eighty thousand people. Ayyan called the Chawl the mother hell due to the small dark room and ruined endless corridor of gloom. The small dark room is “signed with the burdens of new unions and the relief of death” (7).

Ayyan compares everything in the Chawl with the high caste people in the WorliSeaface. In Chawl there is no separate room for everyone. Within a room, everyone has to adjust. For young married couples an illegal loft is built beneath the roof. Chawl is the one room home for thousand of Dalit but the high caste locality is a single home with many rooms. It is due to the caste and class difference. The high caste people are working as a scientist in the institution and the low caste people are working as a sweeper. Here comes the caste clash. Due to this economic and status difference everyone sees the other as foes. Ayyan sees that every scientist in the institution is there due to the higher caste not for their knowledge. The caste strata make him think like that. Even the neighbors and the childhood friends of Ayyan share a bitterness and rage with him because he is bigger than his friends in economy and employment. Most of the men in the Chawl are jobless and drunkard. But Ayyan escapes from the world he has grown and plot a new way.

Ayyan has been self centered. He always thinks about his family’s upliftment. He accepts the money and things even illegally for his family’s development. He thinks that his wife Oja Mani is trapped inside the small room that makes her smile vanish. Ayyan is not a person who depends only on his salary he also earn money by selling, the question papers of the institute in an illegal way. Ayyan always imitates the actions of the rich and he says to his wife, that rich people have a name for everything; they even have words for the time that they spend with family, “They call it Quality Time” (10). Ayyan, due to his hatred on the rich and high caste people always point out their weakness. Even in the simple matter, he scolds the high caste people. When Ayyan watches the commercial advertisements he points out to his wife and with other low caste workers and neighbors.

Due to the modernization and industrialization everything in the society is changed. Now a day in rural areas everybody from different caste is working with collaboration, but it is an outward picture even today everybody has their own birth identity that is their caste. Everyone has their own feeling for their own religion and caste and in some case the one religion people try to convince the other religion people to convert to their religion. In the novel Serious Men, Manu Joseph visualized this act through the character Sister Chastity. Sister Chastity is the principal of Ayyan’s son Adi, Ayyan visits the principal due to the note of his class teacher in his diary. Ayyan knows what the principal is going to say because it is all about the mysterious game played by him and his son. Ayyan noticed everything in that room is something else once. After the complaining about Adi, Sister Chastity starts to speak about the religion. She starts her approach by giving two books about the life of Christ. She says “My small effort, as usual, to bring you closer to Lord” (21). In reply Ayyan says that, he loves Christ. But Sister Chastity does not leave Ayyan with that, she tries to make him to convert as a Christian. She simply brings out the rage of Ayyan on High caste Brahmins. She turns on the fire inside Ayyan by saying that Brahmins are the person who brutalized Ayyan’s forefathers due to the caste discrimination and now in public they call
them, Dalits and in private they call them untouchables. She also adds that, but the Dalits are so kind on them, and they forgive them.

Ayyan understands the motive of Sister Chastity, so he pretends as an angry man and says the words that urged from his bottom of his heart. He says:

*The Brahmins ruined my life even before I was born. My grandfather was not allowed to enter his village school. They beat him up when he tried once. If he had gone to school, my life would have been better... Brahmins arrived in their new vegetarian worlds, wrote books, spoke in English, built bridges, preached socialism and erected a big unattainable world. I arrived as another hopeless Dalit in a one–room home as the son of a sweeper.* (22)

Ayyan says that the Brahmins are the main reason for his present low economic level because the Brahmins stop Ayyan’s grandfather to enter into the school, Ayyan thinks that if his grandfather had been educated his present life would have been better than this. Sister Chastity adds the fuel to Ayyan’s feeling she satirically says that the Brahmins are scientists and the Dalits are peons not because they are smarter than Dalits. Ayyan accept her speech and engulfed with rage and said that’s why he is following Buddhism. Ethnocentric on religion is unveiled through Sister Chastity. In order to make Ayyan to convert into Christianity she makes Ayyan to hate his religion by describing its discrimination. This is also an important issue like caste discrimination in modern society.

Ayyan calls his working place as asylum of great minds. As a secretary of the big man Aravind Acharya, Ayyan hear the conversation of the scientist in the room by hooking one of the phones inside and outside. Ayyan always shows him smart to the peons and the guards to show he is greater than them. He simply speaks to them like a knowledge person and when the other ignorant peons surprised about his knowledge he simply filled their thoughts of hatred by saying, only Dalits go in that room as a scientist when they got the father the Brahmins got.

Even though Ayyan and the other lower workers are belonging to the same caste he keeps the others in the distance, but he uses their ignorance for his profit and for his revenge purpose. Ayyan never misses a simple the opportunity to cool his fever in his chest. Thought for the day is the one thing among the others. Ayyan writes the thought for the day on the blackboard every day with the name of the great men. “It’s a myth that Sanskrit is the best language for writing computer code. Patriotic Indians have spread this lie for many years – Bill Gates” (24). But these quotes are never said by Bill Gates, Ayyan created all the Quotes which humiliate the Brahmins and the exclusive history of Brahmins. Ayyan Mani always creates some problems and misunderstanding between the Brahmins. When another scientist and the research scholars ask permission from Ayyan to meet Acharya, he calls Acharya, even Acharya permitted them and Ayyan asks them to wait. He creates a small war between the Brahmins without their knowledge.

Ayyan enjoys the “War of Brahmins” (27). The war of Brahmins is the small controversy among the Brahmin scientists. The big man on the director table is Acharya who rejects the project ‘The Giant Ear Problem’ which is about scanning the sky with the radio telescope in search of the alien signal. Acharya thinks their way is a rubbish one and to find an alien his way is the right thing. Acharya thinks aliens are as small as germs and they are falling from the heavens to the earth and he wants to send the balloon up to capture them and he calls it The Balloon Mission. This makes Jana Nambodri, the deputy director of the institution and radio astronomer and the friend of Acharya sad and angry. Even between the same castes there are problems due to their position. The clash between Acharya and Jana Nambodri is not due to caste or class, but it is due to occupational prestige. Even it is due to the layering between the positions.
Acharya as a practical person spent his youth in the passion of mauling the Big Bang theory. Big Bang theory is the thing which describes that everything began from a microscopic point after an inexplicable moment. It is a scientific theory. He hates that theory and he also accused that the Big Bang theory is the part of a Christian concept. He said that "the Big Bang was that moment in the history of white men when God said “Try to understand from here” (33). Acharya does not accept this concept of World beginning. In Acharya’s universe, there is no beginning and ending for the world. Acharya considers that the Big Bang theory is the repulsive influence of religion. So he hates it. The hatred of Acharya on the theory is personal until he throws his shoe on a priest in a wedding in America. Acharya simply says that he is not a Christian to accept the concept.

Acharya is a Heretic, even though he follows Hinduism and born in a high class Brahmin Acharya never follow its principles. Brahmins do not eat non vegetarian food. They consider it a sin, but Acharya asks the fish for his friendly dinner with Jana Nambodri. Acharya is a man, away from the religious beliefs and traditions. He is bold enough to ask a complicated question to Pope John Paul that makes pope dismayed and he says that he invited a wrong person. Acharya never gets fear for posting his views. Acharya’s words and thinking are scientific. He attempts to prove the religious belief with his science it makes him a heretic, and it dismayed the ethnocentric religious believers. Even all these problems are due to social strata because in religion some things are ethnocentrically followed by the peoples when the scientist describes the facts the controversies begins.

Ayyan speaks Tamil to Acharya in order to annoy him. Ayyan’s dialect reminds Acharya the miserable landless laborers and their sad eyes which haunt him in his childhood. In Western countries the dialects are classified according to the class, but in India they differ in between different caste people. Even here Acharya feels the accent and dialect of the lower caste people and workers in the Ayyan’s dialect. Even the language and dialect is a kind of prestige issue in the stratified world. In every caste people speak their own language in their own accent and style. When the lower caste people speak in their dialects to the higher caste people it makes a prestige issue.

Gender stratification is one among the social stratification. Gender stratification refers to the social ranking, where men typically inhabit higher status than women. Often the terms gender inequality and gender stratification are used interchangeably. OparnaGoshmaulik a middle age and only female scientist of the institution is the head of the department of Astrobiology. Oparna is a modern Indian woman with full of western thoughts and style. Oparna’s mental feeling describes the gender inequality and gender stratification. When she first enters into the restroom of the institution on the third floor, she smiles by learning that the ladies’ rest room is called Ladies and the men’s as Scientists. Even Nambodri says his wife is a hopeless vegetarian. From high caste Acharya to Low caste Ayyan every male character shows their dominance over their wife. Acharya does not give much important to his wife and Ayyan simply makes his wife as his puppet. Due to cultural bonding both Acharya’s wife Lavanya and Ayyan’s wife Oja give respect to their husband. Lavanya Acharya left her husband Acharya when she came to know about his the extramarital affair with his co-scientist Oparna.

There is a lot of difference in living style of higher caste and lower caste people from the basic needs like food, shelter and clothes. Ayyan as a lower caste is an evidence to describe those differences in the novel. When a higher caste woman wears the skirts everyone admire her style, but when a lower caste woman wears the skirt of the same style everyone in her neighborhood tease her. Even the higher caste people find the lower caste people by the dressing style. By coming to the locality of lower caste, the rich and higher caste scholars and students empower the women by advising them to get equal rights from their husbands, but their work is half done in order to save their costly car, from the children of the slum.
Even the parenting style of the higher caste and lower caste is totally different. The higher caste people give all the knowledge and the needs of the children in high level and in great manner. The lower caste children do not get proper education. Most of the lower caste children get their education after the experience of some incidents. High caste parents give a protective life to their children due to their social status. But the lower caste children lack such things. When Ayyan and Oja have their intercourse, Adi noticed it. Without knowing the fact he tries to do that thing which his partner in his game. This shows how the lower caste children lack their common knowledge. Even their parents fail to teach the facts to them. The higher caste people also never teach these things to their children, but they never allow their children to know these facts until the age a particular age. Even the lack of space in the house is also another reason. So parenting also differs according to the division.

If something is pressurized and kept in a container, it bursts at first and after the release of the pressure, the remaining comes out slowly. In the caste system also same thing happens. At first the lower caste people are suppressed and discriminated by the higher caste and at one level they just outburst to get the rights. So in India, according to the constitution the caste discrimination is abolished, but like a disease, it found in the blood of every person in the nation. Now, in the modern world, there is no that much of discrimination, but it exists everywhere. However the suffering of the past still exists in the hearts of the victims. The victims start their revenge in a silent way.

Oja is a traditional woman, born and brought up in the rural area with the touch of the rituals and culture. Oja thinks that her son is growing without any touch of the culture. Ayyan’s deep disgust of the discrimination in Hinduism makes him to convert as a Buddhist. Ayyan throws each and every picture of Hindu idols kept in his home by Oja. Often Oja bought new pictures and statues, but Ayyan throws those things in the roadside when he goes to the office. When Oja tries to stop Ayyan throwing the idol, he explains that Buddha is their god and the Hindu gods and goddess are created by the Brahmins. He also tells the story of the gods who fought with black demons. The demons are considered as the forefathers of the lower caste people. Oja argues that Hindu gods are also her god. But Ayyan replies that “Ambedkar liberated us from being treated like pigs. He showed us how to renounce that cruel religion. We are Buddhist now.”

Then Oja uses Adi as her option, she says that she wants her son to know everything that the other children has learned about the religion. When Oja places Adi before the religion, Ayyan considers her wish because he thinks that his son is growing like an animal without the influence of culture. So Ayyan let Oja to win the battle, but at the same time he thinks that the religion of the upper caste could be used in his home for education and entertainment and nothing more. He wanted Adi to grow up with knowing morals, patriotism and the gods and when the boy turned twenty he may use it or abandon them according to his intelligence. Ayyan also points out that even if it is a Brahmin work, the epic Mahabharata is deeper in thoughts. “Superman was good, but Mahabharata was deeper.”

Ayyan even got an insane idea of donating his Dalit semen to the fair childless Brahmin couples. He has heard that the sperm bank does not reveal the donor’s identity, so he thinks that his seeds can impregnate hundreds of high caste women. He hopes that his stout brooding Dalits can spring up everywhere. But his insane idea fails as his sperm count is half than the normal rate. With the act and thought of Ayyan, one can easily understand that he hates the upper caste people to the core.

If there is a division it has both merits and demerits. The merit for one may become demerit for the other and vice versa. In seat allocations in colleges have faced such problems. The Brahmins think that the Dalit gets their opportunity. The Dalit think that even if they got the seats out of their talent, they are blamed by the upper caste, as having procured because of the fifteen percentage of reservation. The Brahmins in the institution blame the Dalits and also say that merit should not be compromised.
as a Dalit thinks if the Brahmins would utter the same word if they are in the position of sweepers and toilet cleaners after hearing the conversation of the scientists. All these issues are the effect of stratification. If there is some equity in every situation the clash can be reduced.

Ayyan’s revenge on the Brahmins is quite a different thing. Even in the simple matter like ‘Thought for the day’, he humiliates the Brahmins. One of the quotes he has written on the board:

“If ancient Indians were really the first to calculate the distance between the Earth and the Moon, why is it that they were not the first to land there? I look at the claims of old civilizations that they have done this and that with great suspicion. —Neil Armstrong” (98).

Like this quote he has written many quotes on the notice board. Ayyan never waits to work against the Brahmins.

Stratification is framed in the history by the ancestors in order to form an organized society. When the social mobility starts to elevate the social status, each and every one thinks of their own needs. So the problem starts when one starts to take the supremacy over the others and others are suppressed by it. So the only solution to escape from the prejudice for discrimination of social stratification is everyone should follow the equity. When equity comes inside the stratification every problem gets solved. The problems can easily removed by the equity but bringing equality among the people is tough thing.

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DEPICTION OF YOUTH CULTURE IN CHETAN BHAGAT’S

FIVE POINT SOMEONE

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Abstract
Chetan Bhagat is an Indian author, columnist, and speaker. Bhagat is the author of five bestselling novels, Five Point Someone (2004), One Night @ the Call Center (2005), The 3 Mistakes of My Life (2008), 2 States (2009) & Revolution 2020: Love, Corruption, Ambition (2011). Chetan Bhagat’s debut novel Five Point Someone - What not to do at IIT! is one of the highest selling English novels published in India and remained on the bestseller list until now since its release in 2004. The novel begins in an unique way where the author takes the liberty of sharing his opinion that the book is not a guide on how to get into IIT but it cite examples of how screwed up our college years can get if we don’t think straight. Although treated in a mild and rather casual way, the story of the IIT contains in it matters deeper than can be seen on the surface. That our structure of technical education has become a lifeless system, and needs revitalisation has been amply clear. The need for understanding the oft- quoted phrase ‘Human Resource Development’ by our educators is pointedly, though obliquely, suggested. But the real appeal of the work is probably its faithful depiction of growing years under pressure of conventional ambition. The paper attempts to throw some light on the aspects of post modernist thought process where the engineering youth tries to stand against the conventional system of imparting technical education and traditional way of evaluating the cognitive abilities of a student on the basis of CGPA.

Key words: Human Resource Development and CGPA

Introduction
Novel readership in India is on an all-time high in the present times. The circulation of novels is gradually increasing by leaps and bounds across the length and breadth of the country. The major credit of this remarkable inclination towards English language novels can be attributed to the popularity and prominence of the cult of campus novels. Although the popularity of campus novels dates back to the Inscrutable Americans by Anurag Mathur, it is the phenomenal success of Chetan Bhagat’s debut novel, Five Point Someone that is credited with the revival of popular readership in India. The success of Chetan Bhagat’s debut novel paved way for an era of popular English Literature dominated by campus-based novels. Soon afterwards, the campuses of some of the most renowned universities and colleges of India such as IITs, IIMs, JNU began being featured in the pages of the upcoming novels. Following the footsteps of Bhagat, several other aspirants donned the hats of popular fiction writers and unleashed their potential by creating campus-based stories. A few prominent works worthy of mention include ‘Something of a MockTale’ by Soma Das, ‘Above Average’ by Amitabha Bagchi, ‘You Desire: A Journey Through IIM’ by Harishdeep Jolly, ‘The Funda of Mix-ology’ by Mainak Dhar. These works targeted youth and college-goers and came up with fresh subjects that revolved around the glitzy college life that included campus love-affairs, student politics, joys and sorrows of friendship, drug and booze sessions, examination phobias, placement dreams, monotony of classroom studies and likewise.

Chetan Bhagat is an Indian author, columnist, and speaker. Bhagat is the author of five bestselling novels, Five Point Someone (2004), One Night @ the Call Center (2005), The 3 Mistakes of My Life (2008), 2 States (2009) & Revolution 2020: Love, Corruption, Ambition (2011). All five books have remained bestsellers since their release and two have inspired Bollywood films. Bhagat, an alumnus of Indian Institute of Technology (IIT) Delhi and IIM Ahmedabad, is seen more as a youth icon than as an author. Time magazine named Chetan Bhagat as one of the 100 Most Influential People in the World. Chetan Bhagat, an investment banker turned into a prolific writer and through his writings he always focused on youth, career and issues based on national development. The Five-Point-Someone-fever managed to
create a strong foothold among a generation of youngsters, which had almost abandoned interest in novels and books. A highly technocratic generation that could hardly spare a minute off their mobile phones, television sets and laptops was rendered awestruck by the mere simplicity, effortless emotional connectivity and easy-to-understand language of this IIT-based campus novel. Almost every teenage youngster in the country couldn’t help voicing out his admiration for Ryan, Hari and Alok, the then heartthrobs of the contemporary popular Indian literature.

Chetan Bhagat’s debut novel *Five Point Someone - What not to do at IIT!* is one of the highest selling English novels published in India and remained on the bestseller list since its release in 2004. The novel begins in an unique way where the author takes the liberty of sharing his opinion that the book is not a guide on how to get into IIT but it cite examples of how screwed up our college years can get if we don’t think straight. The author is more concerned about what to do after getting admission into an IIT than the admission process itself. He points out that getting into IIT is not all that difficult as is made out to be. As he puts it, “If you can lock yourself in a room with books for two years and throw away the key, you can probably make it here.”

In the 21st century, the development of internet has helped humans go beyond the limitations of national boundaries, time and geography. In the era of knowledge – based economy, where knowledge is transmitted in a rapid pace, those who have the knowledge are the winners. In the age of globalization the competition is very fierce and if one wants to prove his/her talents there should be a combination of multifarious potentialities in a student like technology, innovation, adventurous spirits and initiative as these are key factors to success. Talents can be nurtured through education and culture - related aspects. It is evident that education is the cradle of talented people and human resources; it is also the cornerstone of civilization. Chetan Bhagat through his novel *Five Point Someone* indirectly conveyed a serious message in a humorous tone that it is a wake up call for the elite technical institutes to replace the traditional teaching style of “I teach; you listen” with an approach that develops students’ own abilities to collect, select, filter and assimilate information; that inspires students’ creativity by developing their life - long abilities; and that teaches students how to learn efficiently and actively. The emphasis should be placed on learning methods instead of knowledge accumulation. And we need to help students turn their knowledge into innovative ability and knowledge application ability, both of which are much needed in profit creation. *Five Point Someone* in a mild tone points out that our technical education has become a life less system and needs reformation.

**The Setting of the Novel**

The novel is set in the Indian Institute of Technology Delhi, in the period 1991 to 1995. It is about the adventures of three mechanical engineering students, Hari Kumar, Ryan Oberoi, and Alok Gupta, who fail to cope with the grading system of the IITs. Ryan is a bit smart and outspoken, whereas Alok and Hari are mildly cry babies.

Chetan Bhagat gives a glimpse of the glaring effects of ragging which is infact quite common in engineering colleges through this campus novel. The freshers of Indian Institute of Technology including the three students Ryan Oberoi, Alok Gupta and Hari Kumar were called by the seniors up on the balcony for ragging at midnight. Baku and other senior students instructed them “Off with your clothes.” Such kind of embarrassing incidents in the name of ragging creates a great psychological effect on the minds of students which may increase the suicidal attempts. Ryan, good looking and a hefty man revolted against the age old tradition of ragging and the senior – fresher discrimination. He has saved Hari and Alok from the coke bottles at the very first day and they became good friends for all the four years of IIT and then.
The novel also touches an important chord the helplessness of the Professors’ to handle the brilliant students who can pose challenging questions based on their common sense. Prof. Dubey, Mechanical Engineering Department, mentions

“The definition of a machine is simple. It is anything that reduces human effort. Anything. So, see the world around you and it is full of machines.” (p 9)

A student, Ryan asks: “Sir, what about a gym machine, like a bench press or something? That doesn’t reduce human effort. In fact, it increases it.” (p 10)

This is a clarion call for the teaching fraternity to equip themselves to handle the cream students of institutions like IITs and encourage the students to think beyond the textbooks.

‘Five Point Someone’ focused the friendship of the prominent characters of the novel: Hari, Ryan and Alok. It is of this trio’s screwing the grades at the big time because of their over attachment with each other to have a fun and detachment from studies. In college life romance is like a harbinger which conveys the message of love in the tender hearts. The romanticism evoked with the love affair of Hari and Neha, the daughter of Prof. Cherian is noteworthy. Hari gets ready to do anything for his lady love Neha. Hostel life is all about friends, alienation from families, smoking cigars, drinking vodka and listening to Pink Floyd. Commitment to relationship overrules the fresh admitted undergraduates to such an extent that they are ready to do anything for earning name and fame. Ryan Oberoi always prioritizes his friends more than his parents. Alok, a resident of Rohini Colony, Delhi is a sincere guy but he too gets ready with Ryan and Hari in mischievous acts to overcome the shackles of poverty.

Ostensibly IITs are known as Centres of Excellence but the institute could not succeed to win laurels for the country by making significant technical contributions. The grading system to assess the students performance has not only overburdened the students but also spoiled their originality. The limitations of the IIT system was intricately brought out by the remarks of Ryan Oberoi in a get together party:

“You know guys, this whole IIT system is sick. Because, tell me, how many great engineers or scientists have come out of IIT? I mean that is supposed to be the best college in India, the best technology institute for a country of a billion. But has IIT ever invented anything? Or made any technical contribution to India? Over thirty years of IITs, yet, all it does is train some bring kids to work in multinationals. I mean look at MIT in the USA... What is wrong in the system... This system of relative grading and overburdening the students. I mean it kills the best fun years of your life. But it kills something else. Where is the room for original though? Where is the time for creativity? It is not fair.” (p 34-35)

Competition is so intense in IITs which has duly created lot of pressures among the students and one of the professors’s made a remark at the end of his class:

“Best of luck once again for your stay here. Remember, as your head of department Prof. Cherian says, the tough workload is by design, to keep you on your toes. And respect the grading system. You get bad grades, and I assure you – you get no job, no school and no future. If you do well, the world is your oyster. So, don’t slip, not even once, or there will be no oyster, just slush” (p 11)

Hari Kumar, Alok Gupta and Ryan Oberoi joined Indian Institute of Technology with good All India Rankings but gave lot of preferences to fun and friends instead of focusing on majors, quizzes and assignments. The consequences were inevitable that they became underachievers. Their GPA (Grade Point Average) came to the bottom line.

The three underperformers (Ryan, Alok and Hari) invent C2D (Cooperate to dominate) formula to save time and plan to share the assignments for the sake of fun. According to them today’s exams, quizzes, GPA are useless. Ryan, Hari and Alok are all five pointers. They blame IIT system as sick and for
it's not contributing to nation building, and for churning the most intellectuals of the country. They say IIT do not care for their creativity and original thinking. To rebel against this established norm, they planned paper theft of

Majors from Prof. Cherian's room (at 9th flour of Insti-building) and were caught red handed. Finally a disciplinary action was taken against them and they were terminated for one semester. Alok jumped from Insti-roof but was fortunately saved with thirteen odd fractures. They have changed thereafter. All worked hard then more than fourteen hours a day, got extra grades and degrees in time.

It will be unjustifiable to say about some Professors’ attitudes like Prof.Veera who appreciated the creativity of the students. He loved creativity of Ryan though he was a five pointer and gave him an opportunity as Research Assistant of him. He tried his level best to save the three students from termination. Prof.Veera is a symbol of humanity who came to meet Alok in the hospital with a box containing ‘Kaju – burfi’ and disclosed the news of Ryan's Lube – project approval. Prof. Veera has set an example before us that a teacher should encourage his/her students and motivate them a lot. A teacher has a missionary zeal and an angelic motive to recognize the latent talents both in achievers and underachievers and also treat them humanely.

The crux of the entire novel lies in the last part of the drama when Prof. Cherian, Head of the Engineering Department, addresses the convocation ceremony and congratulates the graduating students. During this moment he becomes quite emotional and narrates his own story.

"Once upon a time there was a student in IIT. He was very bright, and this is true, his GPA was 10.00 after four years. He didn’t have a lot of friends, as to keep such a high GPA, you only have so much time for friends.

"This bright boy thought his classmates were less smart than him, were selfish and wanted to make the most money or go to the USA with minimum effort. And many of his classmates did go to work for multinationals and some went abroad. Some of them opened their own companies in the USA – mostly in computers and software.”

(p 258) He confesses that this bright student was Prof. Cherian. Prof. Cherian was a topper with 10.00 GPA score. He also had a dream that his son will get into IIT but whereas his son, Sameer wanted to become a lawyer. Sameer killed himself for not fulfilling his father’s dreams of cracking an IIT exam.

Prof. Cherian admitted that he called the three underachievers Hari, Ryan and Alok as students with low GPAs. Neha, his daughter defied him but trusted Hari Kumar and disclosed Sameer’s letter to him. He adds,

“And that is when I realized that GPAs make a good student, but not a good person. We judge people here by their GPA. If you are a nine, you are the best. If you are a five, you are useless. I used to despise the low GPAs so much that when Ryan submitted a research proposal on lubricants, I judged it without even reading it. But these boys have something really promising. I saw the proposal the second time. I can tell you, any investor who invests in this will earn a rainbow.” (p 261) Through this novel the writer intends to convey a social message that GPAs are not the ultimate factor to decide students’ potentialities and creativity. To become a topper with 10.00 GPA is a great achievement undoubtedly but there is something more in life which is yet to be achieved i.e. commitment towards family, friends and our internal desires and goals. Hari, Ryan and Alok had a dream to join Indian Institute of Technology which they fulfilled by taking admission into it but they screwed up for not taking the grading system seriously. As a result it landed them down to many unforeseen troubles and they had to remain satisfied with the little achievement they could manage with the support and encouragement of some well wishers like Prof.Veera.
Chetan Bhagat wrote the novel ‘Five Point Someone’ in a mild note and in some areas it has given an alarming call for the pedagogues to come out of their traditional text book theories and meet up the challenges posed by the intelligent students. Another most striking feature is that the whole background is set in an engineering institution where an engineering student should be encouraged to present his/her concepts in a creative way so that he can have hands-on experience only then a country can advance both technically and economically. Each and every student is bestowed with unique qualities and CGPA (Cumulative Grade Point Average) should not be the criteria to ascertain their future prospects. One who is a five pointer in college may reach the pinnacle of his career and set an example for all those who are striving to achieve success. The trio suffers ridicule of the teachers as well as the classmates. However, they avow to reform the patriarchal system of education. They dislike the teaching method, which is as old as the college itself. The students are asked to mug the subjects in order to score good grades. Bhagat puts emphasis on the observational teaching and hints towards a post modern thought of incorporating a technique called ‘learning by doing’. He believes this technique must help the students in getting rid of mugging. It must support them to apprehend the things in a natural way. The observational technique makes the students to observe the things minutely and find out solution in the objects. After all, if they fail to make it out, they are invited to discuss the same with the teachers and other classmates. At last, the student finds answer to his query. Nonetheless, such method is a good for nothing in the big sci-fi institute. Bhagat grieves for the sterile dogmatism of the education system. He finds the professors bigotry not to allow any prolific change in the system. Bhagat is straightforward in his approach to life. He listens to the voice of his soul, which he strongly believes in, is ever true. The man listening to the inner voice may suffer a big loss but finally emerges out victorious. For instance, all three friends suffer ignominy at college campus. All the teachers as well as the students take them for nuts, idiots and losers only because they under perform in the exams and notch five points something. But like others they are not muggers, they are freethinkers, true lovers of life, harbingers of innovative ideas, icons of liberty and precursors of the youth-calling-approach. They never lose confidence, work harder on the lube project and consequently their project is approved and they succeed to achieve big fame and name.

Conclusion

Thus, the novel finally puts lot of emphasis on oft-quoted phrase ‘Human Resource Development’ which is one of the objectives of technical institutes. The technical institutes should develop the technical skills, key competencies and enhance the organisational performance of an individual. A resourceful and skilled employee can enliven the achievement of an organisation where he or she is a part and for these the technical institutes should motivate the budding technocrats to think beyond the textbooks.

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STRESS MANAGEMENT AND STRESS RELIVING TECHNIQUES A – REVIEW

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Abstract
Stress is a fact in our daily life. When a person needs help, it means the person feels physically and emotionally disabled. Most people believe that their capacity and capabilities are so little to encounter high level of stress. Today, with progress in all respects, human is facing new challenges in many different fields as if progress in turn creates new problems. Over a century, the nature of working has been changed widely, and still these changes are in progress. Following these changes, number of illnesses has been increased, morality and human aspects are faded and new problems are occurred every day, so that we are facing job stress which called “illness of the century”. In this article, I discuss the stress management and reliving techniques.

Keywords: Stress, Good and Bad Stress, Exhaustion, Stress side effects, and Origins of Stress

Introduction
Stress is a fact of everyday life. When people reach out for help, they are often dealing with circumstances, situations, and stressors in their lives that leave them feeling emotionally and physically overwhelmed. Many people feel that they have very little resources or skills to deal with the high levels of stress they are experiencing.

The information in this manual has been compiled to provide information and education about stress, the effects of stress, and the most popular stress management and relaxation techniques that are being used today. This information could be helpful for people who want to learn how to react to stress in a more constructive, proactive way. The basic premise of this manual is that the benefits of stress reduction and relaxation techniques can be best noticed after they have been practiced regularly over a period of time.

Objective of the Study
- To know the concept of stress and its management
- To study the causes of stress
- To find the ways in which the stress are to be managed (reliving techniques)

Stress and Management
Stress is a daily reality. Some events, such as an important sports competition or a deadline for a paper, can cause stress that helps motivate us to perform at our best. Unfortunately, stress often becomes a negative presence in our lives. As the above definition states, stress throws us off balance and can have serious health consequences if left unchecked. Learning how to manage stress will make you better able to handle challenging situations and significant events in your life.

Stress is difficult for professionals to define because it is a highly subjective phenomenon that differs from individual to individuals. Things that are distressful for some individuals can be pleasurable for others. We also respond to stress differently. Some people blush, some eat more while others grow pale or eat less.

Types of Stressors
Situations that are considered stress provoking are known as stressors. Stress is not always a bad thing. Stress is simply the body’s response to changes that create taxing demands. Many professionals
suggest that there is a difference between what we perceive as positive stress, and distress, which refers to negative stress. In daily life, we often use the term “stress” to describe negative situations. This leads many people to believe that all stress is bad for you, which is not true.

**Positive stress** has the following characteristics:
- Motivates, focuses energy
- Is short-term
- Is perceived as within our coping abilities
- Feels exciting
- Improves performance

In contrast, **negative stress** has the following characteristics:
- Causes anxiety or concern
- Can be short or long-term
- Is perceived as outside of our coping abilities
- Feels unpleasant
- Decreases performance
- Can lead to mental and physical problems

It is somewhat hard to categorize stressors into objective lists of those that cause positive stress and those that cause negative stress, because different people will have different perceptions and reactions to particular situations. However, by generalizing, we can compile a list of stressors that are typically experienced as negative or positive to most people, most of the time.

Examples of **negative personal stressors** can include:
- The death of a partner
- Filing for divorce
- Losing contact with loved ones
- The death of a family member
- Hospitalization (oneself or a family member)
- Injury or illness (oneself or a family member)
- Being abused or neglected
- Separation from a spouse or committed relationship partner
- Conflict in interpersonal relationships
- Bankruptcy/money problems
- Unemployment
- Sleep problems
- Children’s problems at school
- Legal problems
- Inadequate or substandard housing
- Excessive job demands
- Job insecurity
- Conflicts with team mates and supervisors
- Lack of training necessary to do a job
- Making presentations in front of colleagues or clients
Examples of **positive personal stressors** might include: Receiving a promotion at work
- Starting a new job
- Marriage or commitment ceremony
- Buying a home
- Having a child
- Moving
- Taking or planning a vacation
- Holiday seasons
- Retiring
- Taking educational classes or learning a new hobby

50 **Common Signs and Symptoms of Stress**
1. Frequent headaches, jaw clenching or pain
2. Gritting, grinding teeth
3. Stuttering or stammering
4. Tremors, trembling of lips, hands
5. Neck ache, back pain, muscle spasms
6. Light headedness, faintness, dizziness
7. Ringing in the ears
8. Frequent blushing, sweating
9. Dry mouth, problems swallowing
10. Cold or sweaty hands, feet
11. Frequent colds, infections
12. Rashes, itching, hives, “goose bumps”
13. Unexplained or frequent allergy attacks
14. Heartburn, stomach pain, nausea
15. Excess belching, flatulence
16. Constipation, diarrhea
17. Difficulty breathing, sighing
18. Sudden attacks of panic
19. Chest pain, palpitations
20. Frequent urination
21. Low sexual drive or performance
22. Excess anxiety, worry, guilt, nervousness
23. Increased anger, frustration, hostility
24. Depression, frequent or intense mood swings
25. Increased or decreased appetite
26. Insomnia, nightmares, disturbing dreams
27. Difficulty concentrating, racing thoughts
28. Trouble learning new information
29. Forgetfulness, disorganization, confusion
30. Difficulty in making decisions
31. Feeling overwhelmed 
32. Frequent crying spells or suicidal thoughts 
33. Feelings of loneliness or worthlessness 
34. Little interest in appearance, punctuality 
35. Nervous habits, feet tapping, fidgeting 
36. Increased frustration, irritability 
37. Overreaction to petty annoyances 
38. Increased number of minor accidents 
39. Obsessive/compulsive behaviors 
40. Reduced work productivity 
41. Lies or excuses to cover up poor work 
42. Rapid or mumbled speech 
43. Excessive defensiveness or suspiciousness 
44. Problems with communication 
45. Social withdrawal or isolation 
46. Constant tiredness, weakness, fatigue 
47. Frequent use of over-the-counter drugs 
48. Weight gain or loss without diet 
49. Increased smoking, alcohol, or drug use 
50. Excessive gambling or impulse buying 

Causes of Stress

Death of a loved one

This can be a spouse, parent, child or friend. Death is part of life, but the death of a loved one is something that causes significant stress. Our hearts are broken as we grieve for our loved one and our lives are seriously disrupted. This is something which we can do little about, unfortunately, and also something we all have to deal with, sooner or later. Many people recover from this stressor and continue with their lives. Others never fully recover.

Death of a loved one can cause a number of serious illnesses that we take on ourselves, including depression. The death of a child is probably the worst pain anyone can endure and many people never fully recover from this type of stress, however, they do manage to go on with their lives for the sake of others around them. Despite the fact that the death of a child is enough to put anyone over the edge, most people have more of a life force and feel compelled to go on. However, this is one stress factor that can be completely devastating to someone emotionally and is one from which one never fully recovers.

Divorce

Even if we are glad to get rid of our ex-spouse, divorce is a major stressor in our lives. In addition to causing us to feel stress, it can also stress out our children. Many couples are so wrapped up with their own emotions during a divorce that they fail to notice the impact of the situation on their children. Chances are that the kids are feeling quite a bit of turmoil, even if they are too young to understand what is really going on. In fact, younger children can experience even more stress than older children in the case of their parent’s divorce because they cannot put their emotions into words, nor can they understand that daddy or mommy going away has nothing to do with them. To a young child, everything in the world has something to do with them.
A child who experiences the trauma of his or her parents’ divorce will feel stress. In some cases, the stress may manifest itself to a number of psychological disorders, including anxiety. The routine has been broken and the child no longer feels safe, so he or she will come up with a way to alleviate the stress and retain some sort of control over their lives by developing a disorder such as anorexia. Children should see a counselor when the parents’ divorce, whether or not they appear “fine.” Some children will be able to deflect the stress better than others, but it is always a good idea to make sure that the child truly is “fine.”

Moving

Even if you are moving from a shack to a palace, this is still stressful. It may be a happy occasion, but it is still a disruption of your routine. And any disruption of your routine causes stress. Moving disrupts the entire family. And it is a real pain in the neck. Plus you have to deal with the packing. Everyone hates moving. Packing up all of your belongings and then unpacking them is just a hassle. Very few of us are fortunate enough to be able to have someone do all of this labor for us so it tends to be stressful.

However, even if we do not have to lift a finger, moving is still a disruption of our normal routine. It will take a while before you can get established into your new home. Until you do, you should try to maintain as much of your normal routine as possible, especially if you have children.

Major Illness

Any type of major illness is a significant stressor for the entire family. One person being ill does not just affect that person, but everyone around him or her. A major illness is one of the worst stressors we can endure as it can go on for years, taking its emotional toll on everyone around, especially children. Many people who experience a major illness enter into a depression.

This is usually due to the dramatic change in their life. Others will most likely also enter into a state of depression or exhibit unusual behavior. A young person who has a very ill parent may start turning to drugs, alcohol or other behavior to alleviate the stress he or she feels due to the parent’s illness. They will be unable to deal with the stress and chances are that the rest of the family will be emotionally unavailable for help. Self medicating with drugs, alcohol or even promiscuous sex is a way for some young people to cope with the illness of a parent.

Job Loss

In addition to being humiliating, the loss of a job will most likely through you into financial turmoil. Losing a job often results in depression as well as anxiety. Not only did your self esteem take a hit, but you are also worried about money. You will probably experience stress until you get a new job or reconcile yourself to the fact that you will have to get by on less money. Until you get your bearings, you will face a disruption in your lifestyle as well as your financial status. The uncertainty the surrounds getting another job also affects us when it comes to stress. Losing a job and having to find another job is very stressful.

Even if we quit a job for a better job, this is still considered a stress factor. Starting a new job, while a good thing, is stressful for most individuals. Why? Because it breaks our routine. And anything that breaks our routine causes stress. These are just a few of the major stress factors that we, as a society, face. There are other things that can lead to stress, but these are among the worst. In some cases, happy events such as the birth of a child, marriage, or even a new job can lead to stress. Even though these are joyous occasions, they are stressful. What Because they disrupt our lifestyle.

Are you sensing any sort of pattern here with regard to stress? Each of the aforementioned stressors all has one thing in common - they disrupt our lives. We don’t like to have our lives disrupted and when
it happens, even if it a good disruption, it causes stress. We cannot go through life like robots and expect for nothing to ever change. We are going to experience stressful situations throughout our lives. How we handle the stressful situations will determine how well we can manage stress. There are both good ways and bad ways to manage stress.

**Stress Reliving Techniques**

**Mindfulness**

Meditation that cultivates mindfulness can be particularly effective at reducing stress, anxiety, depression, and other negative emotions. Mindfulness is the quality of being fully engaged in the present moment, without over-thinking or analyzing the experience. Rather than worrying about the future or dwelling on the past, mindfulness meditation switches the focus on what is happening right now. Mindfulness meditation is not equal to zoning out. It takes effort to maintain your concentration and to bring it back to the present moment when your mind wanders or you start to drift off. But with regular practice, mindfulness strengthens the areas of the brain associated with joy and relaxation. Mindfulness provides a potentially powerful antidote to the common causes of daily stress such as time pressure, distraction, agitation, and interpersonal conflicts.

**How to do a Mindfulness Exercise**

- Find a comfortable place to sit. It can be on a chair or on the floor, but do not slump or slouch. Keep your posture straight but relaxed, making sure you are not rigid or stiff.
- Focus on your breathing.
- Concentrate your attention completely on your breathing. Become aware of the sensations inside your air passages as the air enters the nose. Just become aware of that feeling as your breath goes in and out.
- When thoughts come into your mind, that’s o.k. Just examine the thoughts for what they are, as if they were some strange animal that wandered into your sight.
- Treat each thought as a guest. When a thought or feeling arises, simply observe and acknowledge it. There is no need to interpret it or to use it. You might wonder where it came from, what caused it to surface now, what purpose it serves.
- Stay in the moment as long as you can. Continue to focus on your breathing. Aim to clear your mind completely for 5 minutes. With practice you will be able to extend the time to twenty minutes or more.
- Notice the repeating thoughts. As you progress you will come to recognize that the same thoughts are appearing, over and over, even in your calmest moments. Notice them and let them pass by, returning your attention to your breath.

**The Following Mindfulness Meditation Techniques Can also be Helpful for Stress Relief**

**Body Scan** – Body scanning promotes mindfulness by focusing your attention on various parts of your body. Like progressive muscle relaxation, you can start with your feet and work your way up. However, instead of tensing and relaxing your muscles, you simply focus on the way each part of your body feels, noticing any sensations without labeling them as “good or bad”.

**Walking Meditation** – You don’t have to be seated or still to practice mindfulness. In walking meditation, mindfulness involves being focused on the physicality of each step; the sensation of your feet touching the ground; the rhythm of your breath while moving, and feeling the wind against your face.
Mindful Eating – If you reach for food when you feel stressed, or you gulp your meals down in a rush, try eating mindfully. Sit down at the table and focus your full attention on the meal. This means no T.V., reading the newspaper, or eating on the run. Eat slowly, taking time to concentrate on each bite, noticing the texture and taste of the food.

A Sample Meditation Exercise

- When you practice meditation at home, you will need to choose a quiet place where you will not be disturbed. If you wish you may sit cross-legged on a cushion on the floor, you may kneel, or sit in a chair with your back straight.
- Just breathe normally through your nose. As you continue breathing normally through your nose, begin to focus your attention on the sensations in and around your nostrils, and on your upper lip just below your nostrils, that are caused by the breath passing in and out. You might feel a slight tickle, or a feeling of warmth or coolness, or heaviness or lightness.
- At the beginning of every breath, try noticing everything you can about the sensations caused by just that one breath. Do the same for the next breath, just one breath at a time.
- If thoughts arise, as they most certainly will, gently but firmly bring your awareness back to your anchor and remain focused on the in an out breath, one breath at a time.
- Again, focus all of your attention on the changing sensations around your nose and upper lip that are caused by the breath as it goes in and out. Notice whether the breath is long or short.
- If your mind wanders again, just note, “mind wandered away” and immediately return it to your anchor. It is the mind’s nature to wander and your job to train it, so just keep bringing it back. Gently but firmly bring it back.

Conclusion

Although we cannot see the stress as a permanent negative phenomenon and there is some positive stress too, but it has a lot of effects on organization members. Affected by stress, managers, staff and clients will have the special psychological moods which may lead to actions directly reflected in activities and productivity of organisation. Therefore, stress management and its implication for more creativity and quicker cursor movement toward the organizational targets is one of the goals which have been recently developed in organizations. The organizations can prevent negative stress and its consequences by training managers and personnel effectively for better recognition and management of stress factors.

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விஜய இன்றைய தொழில்நுட்ப கல்வியுடைய கல்வி

எள்ளைகள்

அவலத்திய திறனூடு, கருத்துவரைய பண்டை முன்னெடுக்கும் அவலத்திய எள்ளை, பாரசாஸான்கள்.

நூறு நாள் முடியாது

சிறு குறிப்பிட்டால் நூறு நாள் முடியாது. நூறு நாள் முடியாது. நூறு நாள் முடியாது.

இலைநாள் என்றால்

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"சரமசவிகாரத்தக்க காலத்தில் சேர்ந்தையாக இருக்கவுண்டன்
சேர்ந்தையாக வாச விளக்கம்"(தெக்ச்-1094)

லால் ரவு தாய்கிண்ணவுடன். பொறியதால்.

"தம்மு அதிகரிப்பது நூறு முறுமிய
நாம் மேல்காண்பவனை நூறு முறுமிய
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நாம் மேல்காண்பவனை நூறு முறுமிய»(தெக்ச்-170)

களையனை பிள்ளையாறுகளுக்கான பொருள்பாட்டில், எழுத்தாளர் என்னிறக்கும்,மூன்றுக்கும் சார்ந்தையாக
நூறு வாச விளக்கம் காண்பவனை குறக்கும் குறக்கும் வாச விளக்கம் குறக்கும் வாச விளக்கம், பாதுகா
பிள்ளையாறு செய்து அச்சிலையான தின்நிற்கும்.சிற்ப அதிகரிப்பவனை மேல்காண்பவனை. பொறியதால் நாமல்காண்பவனை

"காலத்தில் உள்ளேயே மருந்துவை கொண்டு
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சாப்பு

சாப்பு உள்நிராகரிக்கிறது காலையாக மேல்காண்பவனை சேர்ந்தையாக வாச விளக்கம் காண்பவனை
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தலத்திய கல்வியுற்றுநராலும், புரோஷ்பா என்று கல்வியுற்றுநராலும் தொடர்கை குழு வழுத்துக்கு அரசாங்கத்தால் நோக்கி அல்லது மற்றைக் கையேற்றுவது வல்லது. அவர்களின் மத்திய என்று கையேற்றுவது தொடர்கை குழுவடையும் குழுவடையும் நோக்கிய பொழுது குழு வழுத்து குழு வழுத்துக்கு அரசாங்கத்தால் நோக்கி அல்லது மற்றைக் கையேற்றுவது வல்லது. அவர்களின் மத்திய என்று கையேற்றுவது தொடர்கை குழுவடையும் குழுவடையும் நோக்கிய பொழுது குழு வழுத்து குழு வழுத்துக்கு அரசாங்கத்தால் நோக்கி அல்லது மற்றைக் கையேற்றுவது வல்லது.
WOMEN IN ACHEBE'S WORLD

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Introduction

The greatest accolade given to Achebe was summed up in one metaphor: the eagle on the iroko. Now, anybody familiar with the African landscape knows that the iroko is the tallest, strongest tree in the forest and that the eagle is, of course, the king of the birds. It is not an easy feat to scale the tree; that is why the Igbo proverb insists: "One does not climb the iroko twice." Having succeeded in climbing the iroko, the climber should appropriate all that he finds there: he may not be able to do so again. The eagle, however, can both scale and soar above the tree over and over.

In this metaphor the iroko then represents the field of African literature; the eagle, Chinua Achebe. Achebe has, of course, literally climbed and soared above the iroko several times. More than those of any other African writer, his writings have helped to develop what is known as African literature today. And the single book which has helped him to launch his "revolution" is the slim, classic volume called Things Fall Apart (1958). Having been the first, so to speak, to scale the top of the iroko, this eagle Achebe, and other male eaglets after him, arguably have appropriated all that they have found there.

The Absence of a Moderating Female Principle

Achebe's female characters are generally stunted individuals as above, or they are idealized as mothers in the manner of such Negritude writings as Camara Laye's Dark Child (date). The latter, maternal valorization is indicated by the meaning of Nneka -- "mother is supreme" -- as provided by Okonkwo's uncle Uchendu:

> It is true that a child belongs to its father. But when a father beats his child, it seeks sympathy in its mother's hut. A man belongs to his fatherland when things are good and life is sweet. But when there is sorrow and bitterness, he finds refuge in his motherland. Your mother is there to protect you. (124) The only women respected in Umuofia are those like Chielo, the priestess of the Oracle of the Hills and Caves, who is removed from the pale of normalcy. Clothed in the mystic mantle of the divinity she serves, Chielo transforms from the ordinary; she can reprimand Okonkwo and even scream curses at him: "Beware of exchanging words with Agbala [the name of the Oracle of the Hills and Caves]. Does a man speak when a God speaks? Beware!" (95). Yet if Okonkwo is powerless before a goddess's priestess, he can, at least, control his own women. So, when Nwoye's mother asks if Ikemefuna will be staying long with them, Okonkwo bellows to her: "Do what you are told woman. When did you become one of the ndichie [clan elders]?" (18).

Achebe's Progressive Vision of Women

A cursory look at the place of women in Achebe's other works will confirm a diachronic development. In No Longer at Ease (1963), there is a discernible change in the style of Achebe's female portraiture. At the end of the novel, Obi Okonkwo yields to the implacable force of traditional ethos when choosing between his mother (representing traditionalism), who threatens to kill herself if he marries an outcast or osu, and the outcast protagonist Clara (representing the modern female). The pregnant Clara gets an abortion and fades out of the story. But at least she is cast as an educated, financially independent woman. She has the makings of a spirited, independent character, by virtue of her overseas education and profession as a nurse. She can afford to do without Obi Okonkwo. In A Man of the People (1966), there are images of women playing traditional roles such as singers and dancers,
women adoring rich politicians like Chief the Honorable M.A. Nanga. Mrs. Eleanor John, a tough party woman and board member -- rich, independent, assertive -- lamentably is cast as a semiliterate businesswoman with no noteworthy role. We see Chief Nanga’s wife, a beneficiary of the colonial, utilitarian education, dissatisfied with her husband’s extramarital relationship and impending marriage to the young Edna. Mrs. Nanga complains to Odili, but when the latter sets out to unseat her husband, she reverts to her traditional role of helpmate fighting to retain her precarious social and economic position. Consequently, she remains a dependent, peripheral figure, deriving validity as a human being only from her husband.

A strong characterization in *A Man of the People* is Eunice the lawyer. She is the fiancée of Odili’s schoolmate Max, and founder of the Common People’s Convention that opposes corrupt Chief Nanga and his ilk. When Max is shot by thugs of a political adversary, Eunice takes decisive, retaliatory action: “She opens her handbag as if to take out a handkerchief, [takes] out a pistol instead and two bullets into Chief Koko’s chest” (160). To this strong portrait, Achebe adds pointedly: “Only then [does] she fall down on Max’s body and begin to weep like a woman . . . A very strange girl, people said”(160). In a story of the total breakdown of law and order, where looting, arson and political killings have become rife, a single act of retaliation by an injured girl is considered “strange.”

The inexorable winds of change have caused Achebe, a consummate pragmatist, to make a volte-face. The secret of his revisionist stance can be deduced from the central theme of his two tradition-based novels, *Things Fall Apart* and *Arrow of God* (1964): In a world of change, whoever is not flexible enough will be swept aside. Profiting from the mistakes of his tragic heroes, Achebe becomes flexible.

In *Anthills of the Savannah* (1987), speaking through his alter ego Ikem, a journalist and writer, Achebe acknowledges that the malaise the African party is experiencing results from excluding women from the scheme of things. Beatrice of Anthills, who has an honors degree from Queen Mary College, University of London, projects Achebe’s new vision of women’s roles and clarifies Ikem’s hazy thoughts on the issue. Ikem accepts that his former attitude towards women has been too respectful, too idealistic. In the best Negritudinal manner, he has reverently put every woman on a pedestal as a Nneka, where she is just as irrelevant to the practical decisions of running the world as she was in the old days (98). Beatrice gives Ikem insight into a feminist concept of womanhood. She is articulate, independent, and self-realized, and she re-evaluates women’s position, asserting, "[I]t is not enough that women should be the court of last resort because the last resort is a damn sight too far and too late!" (91-92). In Beatrice, Achebe now strives to affirm the moral strength and intellectual integrity of African women, especially since the social conditions which have kept women down in the past are now largely absent. Urbanization and education have combined to broaden women’s horizons. Therefore, Ikem tells Beatrice, I can’t tell you what the new role for Woman will be. I don’t know. I should never presume to know. You have to tell us (98). Achebe’s newly envisioned female roles are to be expounded, articulated, and secured by woman herself; and the modern African woman is doing just that.

**Conclusion**

It is insufficient that Achebe the icon merely acknowledges the injustice of his earlier treatments of women. Feminist ideology lays the task of self-actualization on women ourselves. The iroko is there for women to climb, after all. Educated African women, and those African women and men in exalted, decision-making bodies, must and do realize their duty to make society an equitable place for their less-privileged sisters. Equipped with education, resilience, and the will to survive, female eagles can scale and even soar over irokos, placing no limitations on their capabilities. African women are making meaningful contributions: as lecturers, professors, and presidents of universities; as commissioners and
ministers, senators and governors, and chairpersons of political parties; as directors and others involved in literacy movements and campaigns against forced marriages, clitoridectomies, and obsolete widowhood practices. African women can outstrip their fictive counterparts to be partners with men in national progress and development, and to gain individual self-realization and fulfillment.

Works Cited
EMPLOYEE JOB SATISFACTION IN VECTRA ADVANCED ENGINEERING PVT LTD BANGALORE

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Abstract
This Study focus on the various factors that are concerned with employee satisfaction and attitude of the employee. Employee job satisfaction means general affective reaction that individuals hold about their job. The study focused on following objectives, To identify the factors which influences job satisfaction of employees in the company, To find the attitude of the employees towards the job, To find the various benefits and incentives provided to the employees, To find how employees grievances are handled in the organization, To suggest some measures to improve employee satisfaction in an organization

The research design adopted for the study is descriptive research. The sample size 110 of respondents is taken from total population 1300 the convenience sampling method is used and structured questionnaire is used for primary data collection. Secondary data is collected from books, company broaches and Internet. The tools used for analyzing is simple percentage analysis and chi-square. This presents study suggest the company to improve the satisfaction level and motivate the employees which helps to improve individual performance and company performance.

Keywords: Job satisfaction, attitude of the employees, employees grievances, performance on the job.

Introduction
Job Satisfaction
Job satisfaction is a set of unfavorable feeling with employees view their jobs, were specifically the nature of job they do. The quality of supervision, they receive co-workers pay and perfect promotional avenues. Job satisfaction affects job performance and absenteeism. Highs job satisfaction in to high work performance, less employee turnover and less absenteeism. One of the most important resources that an organization possesses is the Human Resources. The Human Resource Management is the Heart of any organization. Because it is the bridge between the management and employees. So the Human Resource should satisfy the needs of the employees. Here the research is mainly focusing on Employee Satisfaction.

Determinants of Job Satisfaction
All individuals do not drive the same degree of satisfaction through they perform the same job in the same environment and at the same time individuals variable which affects job satisfaction let us see the what there factors are

Evaluating Job Satisfaction
Before management can develop policies and practices to increase employee’s satisfaction or maintain existing levels if they are found to be acceptable, information must be obtained from the organization’s work force. Management can informally acquire some insights into satisfaction level based on impressions obtained from employees. Unfortunately, sometimes are often reluctant to tell supervisors negative things about their jobs. Moreover, such information will almost certainly be from a non-representative sample of all employees.

Job satisfaction survey helps to find out the level of employees job satisfaction and to take collective actions if needed to improve employee’s job satisfaction and performance

Factors that Influences Employee Satisfaction
1. Organization Development Factors
   - Brand of organization in business field and comparison with leading competitor.
2. Policies of Compensation and Benefits Factors
- Wage and salary
- Benefits
- Rewards and penalties

3. Promotions and Career Development Factors
- Opportunities for promotion.
- Training program participated or will do.
- Capacity of career development

4. Work Task Factors
- Quantity of task
- Difficult level of task

5. Relationship with Supervisor Factors
- Level of coaching
- Level of assignment for employee
- Treatment to employee etc

6. Working Conditions and Environment Factors
- Tools and equipment
- Working methods
- Working environment

7. Corporate Culture Factors
- Relationship with coworkers
- Level of sharing etc

Company Profile
Incepted in the year 1960, at Greater Noida (Uttar Pradesh, India), we, "Vectra Advanced Engineering Pvt. Ltd.", are involved in manufacturing and exporting a qualitative assortment of Skid Steer Loader, Truck Mounted, Cranes, etc. Our operations are primarily in India and Eastern Europe, spanning more than 18 companies, with eight manufacturing facilities in four countries (India, the UK, Czech Republic and Slovakia). We also have offices or investments in France, Russia, Singapore and Sri-Lanka. Our broad range of products includes Skid Steer Loader, SSL Attachments, Truck Mounted Cranes and Heavy Fabrication. These are manufactured using the best grade raw material and advanced technology at our hi-tech manufacturing in compliance with the set industry norms. Our complete product range is widely appreciated among our esteemed clients due to their easy installation, low maintenance, sturdiness, high durability, optimum finish and corrosion resistance. Keeping in mind the various requirements of clients, we provide these high quality products as per their varied requirements. We have a technologically advanced infrastructure, which is constructed over a wide area. Our infrastructural base is divided into various units like manufacturing, quality-testing, sales & marketing, etc., for the systematic flow of allied processes. Our production unit is equipped with the modern equipment and latest technology to carry out smooth flow of production. Furthermore, our infrastructure is outfitted with various high-tech machines. Our team members are highly skilled and efficient and have profound knowledge about the installed machines and equipment.
Vision
"The policy of Vectra Group is to forge, strengthen and expand strategic alliances with Partners wherever they may be. Thanks to its long-standing relationships with International Partners, Vectra has been able to expand its operations to be a global leaders in its File.

Quality Assurance
Our organization is identified as a quality centric firm engaged in offering world class range of Skid Steer Loader, Truck Mounted, Cranes, etc. We have our own design of Skid Steer Loader. The only Indigenous Skid Steer Loader with International Quality Standard being sold all over the world. Offered product range is designed using supreme class raw material and latest technology in compliance with set industry norms. In order to ensure the unmatched quality of the product range, we have established a separate quality testing unit that carries stringent tests right from the procurement of raw material till the final dispatch of the finished product assortment.

Infrastructure
We are assisted by a technologically advanced infrastructure, which is built over a wide area. Our infrastructure is segmented into various sub-departments like manufacturing, quality-testing, sales & marketing, etc., for the systematic flow of allied processes. These sub-departments are manned by our highly experienced professionals. The manufacturing unit of our organization is installed with the latest equipment and modern technology in order to carry out smooth flow of production.

Vectra Advanced Engineering is committed to bring in world class products with cutting edge technology. The Company plans to do this by collaborating with world’s leading companies and then produce high grade products within India. With its Head Office at Bangalore and Regional Offices at Mumbai and Delhi, the company is steadily expanding its presence in India.

Objectives of the Study
- To identify the factors which influences job satisfaction of employees in the company
- To find the attitude of the employees towards the job
- To find the various benefits and incentives provided to the employees
- To find how employees grievances are handled in the organization
- To suggest some measures to improve employee satisfaction in an organization

Research Methodology
Research Design
A research design is the arrangements of condition for collection and analysis of data. This speaks about the decision recording what, where, when, how much by what means concerning on inquiry or a research studies. In constitutes the blue print for the collection measurements and analysis of data

Descriptive Research
This research includes surveys and fact-finding enquires of different kinds. The major purpose of descriptive research is the description of the state of affairs as it exits in present.

Sample Size
Sample size refers to the number of the respondents included in the project. The sample size of this project is 110 employees. The entire population has been covered for the study.
Data Source

Both primary as well as secondary sources were utilized in this study. A well-designed structured questionnaire was used by the researcher to collect the necessary information from the respondents for primary data. In addition, regarding vectra advanced engineering pvt, ltd., are from the official records from the website. Articles published in managing are also utilized as secondary data for this researcher.

Research Instrument

The researcher has utilized the questionnaire as instrument to collect the data from the respondent for this research.

Questionnaire Design

- Dichotomous: where the respondent has two options
- Likert Scale: where the respondent has to choose from four or seven options. Five is very common

Review of Literature

Maslach (1996) Job Satisfaction and burnout are important areas of study because of the financial and social effects of job satisfaction and the damaging physical / psychological impacts of burnout. Two hundred family / children and psychiatric workers of seven social service organizations were surveyed. Instruments used were the Minnesota Satisfaction Questionnaire, the Maslach Burnout Inventory, and the staff Burnout Scale for Health Professionals.

NCES (1999) and Thomas (2000) reported an increase from 29 percent in 1986, to 45 percent in 1994. This study addressed the factors that nursing staff perceived as creating job satisfaction in their working environment in addition to addressing the ethical dilemmas that staff experienced within an acute psychiatric care setting. It also addressed how clinical supervision contributed to job satisfaction among staff as well as the differences between staff who attended and staff who did not attend to clinical supervision. Data were analyzed using descriptive statistics.

Chubon (1992) the result of this study showed that the factors influencing nurses are related to areas of dissatisfaction, for example, stress and experiences with shortcomings. Factors that contribute to job satisfaction or dissatisfaction were found to be related to the nurses’ value systems. The ethical dilemmas that were specifically addressed involved how to care for patients and handle work in relation to patients’ autonomy, how to approach the patient, how to provide care against the will of the patient, and what action was ethically right for each particular patient.

Lefranois (1994) the current nursing shortage and high turnover is of great concern in many countries because of its impact upon the efficiency and effectiveness of any health-care delivery system. Recruitment and retention of nurses are persistent problems associated with job satisfaction. This paper analyses the growing literature relating to job satisfaction among nurses.

Wilzinki (1991) the satisfaction refers to an individual's general attitude towards his / her job. A person with a high level of job satisfaction holds positive attitudes about the job, while a person who is dissatisfied with his / her job holds negative attitudes about the job. When people speak of employees attitudes, more often than not they mean job satisfaction.

Findings

- 33% percentage of the respondents are of diploma qualification
- 38% percentage of the respondents income level are 10000-15000
• 65% percentage of the respondent are satisfied with working environment
• 65% percentage of the respondents of the are not satisfied with working shift timings.
• 46% percentages of the respondents are dissatisfied towards job.
• 38% percentage of the respondent are feeling high work load
• 38% percentage of the respondents feels attitude of superior is good.
• 55 % percentage of the respondent can extend their shift time to complete the task.
• 65% percentage of the respondents feels job is well secured
• 38% percentage of the respondent feels relationship with superior is poor.
• 43% percentage of the respondents to some extent management identifies performance on the job.
• 40% percentages of the respondents are satisfied with the bonus scheme.
• 31% percentage of the respondents is disagree with the leave facilities given by the company.
• 46% percentage of the respondents feels poor response from the superior towards the work problem.
• 65% percentage of the respondents agrees that complaints are attended by higher authorities on time.
• 74% percentage of the respondents agrees job is a challenging one.
• 69% percentage of the respondents agrees co-workers are cooperate in work.

Suggestions
The following recommendations may be offered for improving the job satisfaction of employees. This includes the recommendations offered by sample respondents also.

• The Management must provide better facilities to improve the morale of the employees.
• The Salary structure has to be increased based on their work.
• Employee’s genuine problems should be considered favorably.
• Promotion facilities should be given to the employees.
• Company should provide some counseling, safety programs conducted recreations.

Conclusion
From the study it is conclude that the Kaveri agro industries pvt.ltd employee satisfaction are good. Sufficient welfare facilities are not given the management for employees. Because of reasons above mentioned the collection of HR department is very low, so the employees are not getting the involvement to work. So, automatically they are getting the defame to work. So, the management has to take the remedies the growth and welfare of the HR department.

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EMPLOYEES WELFARE OF SHRI RENGA VILLAS PVT., LTD., COIMBATORE

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Abstract
The dynamic objective of the study is to find out the employees welfare of shri renga villas pvt., ltd. The study attempts to know the various welfare measures provided in shri renga villas and how far workers and executive are satisfied with these measures. The information and data collected are sought through primary and secondary data questionnaire touching all the major aspects which go into effective valuation was collected from 120 respondents in the company. Based on the analysis of data conclusions are drawn and the results arrived at, and by using statistical tools had given in this study.

Keywords: Labour welfare, welfare measures, work environment, satisfaction level of employees, welfare facilities.

Introduction
“Employee Welfare is comfortable living and working conditions”. Employee welfare means the efforts to make life worth living for workman.

“Employee Welfare is comfortable living and working conditions”. People are the most important asset of an organization, and the accounting profession has to assess and record the value and cost of people of an organization. Once this is accepted, the need for measuring the value for recording it in the books of accounts arises. The value of human assets can be increased substantially by making investment in their training and welfare activities in the same way as the value of repairs/overhauling, etc.

While the cost on training, development, etc., can be recorded separately and to be within the eventual, the expenditure on welfare activities can be added to the ‘investment’ and the returns judged. Unlike other assets which have depreciation value as year’s passes by, value of human assets appreciates with passing years. The value can depreciate by aging process which is generally hastened up by worries, unhealthy conditions, etc. once this process is slowed down, or at least if the employee is made to feel ‘young in spirits’ the value of this asset appreciates considerably.

The basic features of labour welfare measures are as follows:
1. Labour welfare includes various facilities, services and amenities provided to workers for improving their health, efficiency, economic betterment and social status.
2. Welfare measures are in addition to regular wages and other economic benefits available to workers due to legal provisions and collective bargaining
3. Labour welfare schemes are flexible and ever-changing. New welfare measures are added to the existing ones from time to time.
4. Welfare measures may be introduced by the employers, government, employees or by any social or charitable agency.
5. The purpose of labour welfare is to bring about the development of the whole personality of the workers to make a better workforce.

The very logic behind providing welfare schemes is to create efficient, healthy, loyal and satisfied labour force for the organization. The purpose of providing such facilities is to make their work life better and also to raise their standard of living. The important benefits of welfare measures can be summarized as follows:
They provide better physical and mental health to workers and thus promote a healthy work environment.

Facilities like housing schemes, medical benefits, and education and recreation facilities for workers' families help in raising their standards of living. This makes workers to pay more attention towards work and thus increases their productivity.

Employers get stable labour force by providing welfare facilities. Workers take active interest in their jobs and work with a feeling of involvement and participation.

Employee welfare measures increase the productivity of organization and promote healthy industrial relations thereby maintaining industrial peace.

Company Profile

Shri Rengavilas Ginning Spinning And Weaving Mills Limited was incorporated on 18 January 1922. It is classified as Indian Non-government Company and is registered at registrar of companies, Coimbatore. Its authorized share capital is Rs.1,600,000 and its paid up capital is Rs.1,502,500. It is involved in Spinning, Weaving and finishing of textile.

Shri Rengavilas Ginning Spinning And Weaving Mills Limited's Annual General Meeting (AGM) was last held on N/A and as per records from Ministry of Corporate Affairs (MCA) its balance sheet was last filed on N/A.

Shri Rengavilas Ginning Spinning And Weaving Mills Limited's Corporate Identification Number is (CIN) U177111TZ192422PLC000194 and its registration number 194.

Shri Rengavilas owns 23 working textile mills which produce yarn and fabric. The company was incorporated in April 1968.

National Textile Corporation had made a turnaround within a short span to emerge as a dept-free company with a highly competitive revival strategy. Apart from re-branding, NTC had developed a new marketing and corporate strategy that included revamping of all NTC stores included revamping of all NTC stores and setting up of new stores.

Objectives

- To find out how effectively existing welfare measures have been implemented.
- To examine the satisfaction level of employees regarding welfare measure provided by the organization.
- To identify the existing employee welfare facilities particularly.
  - Medical facilities
  - Canteen facilities
  - Restroom facilities
  - Loan facilities
- To analyze and suggest future improvement of existing welfare facilities in the organization.

Review of Literature

P.L. Rao, in his “Labour Legislation in the Making”, opines that professional bodies like National Institute of Personnel Management should constitute a standing committee to monitor the proceedings in the Parliament regarding the labour welfare measures.

Using British national survey data, this article assesses the impact of unions on management practices to reduce labour costs, implement high-performance work systems, and make employee welfare provisions. Relative to non-union workplaces, those with unions are found to have practices which are consistent with 'mutual gains' outcomes.

“Staff development and employee welfare practices and their effect on productivity”

Ghana Library Journal Vol. 19 (1) 2007 pp. 83-96 Staff development and employee welfare are valuable assets in an organization since an organization’s primary aims are productivity and profitability. Every organization primarily needs committed and dedicated staff that will help the organization to meet its tactical and strategic objectives.

The study examines whether staff development policies exist in three special libraries in Ghana, and whether training programmes are being offered to increase staff competence, efficiencies and performance. It was also aimed at assessing staff welfare practices and how these affect productivity and performance.

Research Methodology

Research Design

The type of research used in the study is descriptive research includes surveys and facts, findings, enquiries of different kinds

Data Collection Method

The following are the two types of data collected

- Primary
- Secondary

Sample Size

- A sample size 120 is taken for the study.

Sampling Design

- A sample of 120 respondents is selected and using convenient sampling techniques.

Findings

- The majority 41% of the respondents are belongs to age group of 41-50 years
- The majority 58% of the respondents are male
- The majority 62% of the respondents are studied 6-12 standard.
- The majority 93% of the respondents are got married.
- The majority 33% of the respondents are having 6-8 years working experience.
- The majority 51% of the respondents are getting monthly income Rs.10,000-20,000
- The majority 55% of the respondents are neutral about rest room facilities.
- The majority 90% of the respondents are satisfied of over time allowance
- The majority 73% of the respondents are neutral about bonus providing by SRV GS&W mills.
- The majority 53% of the respondents neutral about providing festival allowance by SRV GS&W mills.
- The majority 63% of the respondents are neutral about getting retirement benefit in SRV GS&W mills.
- The majority 88% of the respondents good about providing health benefit by SRV GS&W mills.
- The majority 73% of the respondents neutral about getting insurance scheme
Suggestions

- Productivity-linked annual bonus need to be implemented effectively to motivate the employees further.
- Management should provide the subsidized food in Canteen to the all employees.
- Four pairs of uniforms may be provided per year for each employee instated of two pairs.
- Rest room facility has to be sufficiently provided.
- The responses of the employees regarding the level of satisfaction of welfare measures are clustered in the satisfactory region. The management may take steps to convert these into highly satisfactory.
- The condition of the ventilation and lightning may be improved. They may be provided with adequate fans and facilities to quarters.
- The employees are not fully satisfied with the protective equipment facilities; the management may take steps into satisfactory level.

Conclusion

Employee welfare measures are advocated to maintain a strengthen manpower both physically and mentally. The study of various welfare measures brings in to light that the present measures taken by the company. The improvement in working condition are suggested to improve effectiveness of the employee welfares measures like canteen facility, drinking water, loan facilities, rest rooms facilities which in turn would build the morale and increase the productivity of the employees.

Labor welfare covers an ample field and connotes a state of well being, happiness, satisfaction, protection and enlargement of human resources and also helps to motivation of worker. The fundamental propose of labor welfare is to enrich the life of employees and to remain them joyful and conducted that helps to development of organization.

At last it can be conclude that the employee welfare facilities provided by the company to employees are satisfied and it is commendable, but still of scope is there for further improvement, so that efficiency, effectiveness and productivity can be enhanced to accomplish the organizational goals.

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EMPLOYEES WELFARE MEASURES IN INDIGRA EXPORT PVT LTD
DHARMAPURI

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Abstract
The study attempts to know the various welfare measures provided in Sri Ramesh Raj Granites, Dharmapuri and how far workers and executive are satisfied with these measures.

The information and data collected are sought through primary and secondary data questionnaire touching all the major aspects which go into effective valuation was collected from 100 respondents in the company. Based on the analysis of data conclusions are drawn and the results arrived at, and by using statistical tools had given in this study. **Keywords:** employee welfare activities, employees satisfied.

Introduction
Labor welfare is, according to the encyclopedia of social science defines it as, the voluntary effort of the employers to establish, within the exiting industrial system, working sometimes living and cultural conditions of the employees beyond what is required by the law, the customs of the industry and the condition of the market.

The report is international labor office, stated that workers welfare may be understood to mean such services facility and amenities, which may be established outside of inside the vicinity of undertaking to enable the persons employed there, to perform their work in health and congenial surroundings and provide them with amenities conclusive to good health and high morale.

The aim of welfare is three fold it constitutes humanistic, economic and civil aims. Since it enables the works to enjoy a richest and fuller life by providing them those amenities and convenience of life which they themselves can't provide the study team appointed by the central government in 1959as stated by rewet (1988) divided the welfare facilities into the following three groups.

- Welfare within the premises of an establishment, (medical aid, canteen, supply of drinking water)
- Welfare outside the establishment (provision for indoor recreation, housing and adult education).
- Social Security.

Company Profile
SRI RAMESH RAJ GRANITES is 100% Exports oriented unit with equity capital contributed by the foreign collaborator. The company was incorporated on 14th September 1992. The company commenced production in end August 2001 and started exporting the finished Granite slabs both building & monumental. The factory is located at Thallampallam village, Dharmapuri district in Tamil Nadu on a 25 acres plot. The location is advantages as the granite quarries supply raw blocks are located at short medium distances. The company produces and exports around 35 to 40 containers of varied colored of cut and polished granite slabs of various thicknesses. The company managing R.VIMAL RAJ. 110 employees are working in the company. They are 60 employees are permanent and 16 employees are temporary.

List of the Major Capital Goods
Imported Machinery

Description of Goods
- NOS POLISHING MACHINE
- 6 NOS GANG SAW MACHINE
Objectives of the Study
- To identify the welfare facilities provided to the employees at SRI RAMESH RAJ GRANITES.
- To identify the employees opinion about those welfare activities.
- The employees are satisfied with the transportation, water, first aid facilities.
- To identify the employees are satisfied with the existing facilities.
- To suggest the ways can be further improved.

Research Methodology

Research Method
Before going to the detail study a brief view of research design, research problem, and the data collection are given below.

Research
According to Clifford wood research comprise defining and redefining problems, formulating hypothesis or suggested solutions, collecting, Organizing and evaluating data, making deductions and reaching conclusions, and at last carefully testing the conclusions to determine whether they fit the formulating hypothesis.

Research Process

Research design
A research design is collection and analysis of data in a manner, which is relevance to the research purpose with economy in procedure. To find solutions to the problem descriptive research design was used.

Research problem
A research problem in general, refers to some difficulty which a researcher experiences in the context of either a theoretical or practical situation and wants to obtain a solution for the same.

Review of Literature
- Srinivasa, as an experienced executive has dealt with the workers engaged in the workers engaged in the kolar gold mines in Karnataka, he had dealt with the aspect like socio economic conditions of workers and the details about the welfare problems in the mining industry some fruitful suggestions has been delineated. The author studied the level of indebtedness, absenteeism, income and expenditure and the socio-economic background of workers in kola mines.
- Rubrabasava raj made an attempt study personnel management practices in a cross section of public, private and co-operative enterprises.
  The study covered 32 organizations of these 61 public sectors and 12 cooperative sectors, 14 private sectors. The study threw light on various aspect of personal management such as recruitment, section, training, promotion, and transfer performance appraisal and career development.
In 2004 a study was conducted on the welfare measures provided to the employees of vectra advanced Engg.pvt ltd Ms. V.sheela of Bharathiyar University. This study was based on the low level employees. This was helpful to me with research work independently and the studies are independent.

According to guion 1965 “it is scientific study of the relationship between men and world of work in the process of making the living”

“Industrial psychologists are able to apply theories to explain and enhance the effectiveness of human behavior and cognition in the workplace.

Findings

- Nearly 53% of the respondents are satisfied extent and 46% of the respondents are highly satisfied about the physical working conditions in the organization.
- Nearly 18% of the respondents are sufficient and 74% of the respondents are reasonable about the ventilation and lighting conditions in the organization.
- Nearly 40% of the respondents are highly satisfied with the uniform provided by the company and 30% of the respondents are satisfied.
- Nearly 60% of the respondents are willing to continue their service in the company for a longtime and 40% of the respondents are opinion is no.
- Nearly 70% of the respondents are willing to work in shift system and 30% of the respondents are opinion is no.
- Nearly 92% of the respondent opinion, that company provides bonus to the employees and it show the extreme bonus provided by the company.
- Nearly 15% of the respondents are highly satisfied and 55% of the respondents are satisfied regarding the special bonus provided by the company.
- Nearly 80% of the respondents are getting yearly increment and 20% respondents say no.
- Nearly 80% of the respondent opinion, that company provides medical facility to the employees.

Suggestion

- The responses of the employees regarding the level of satisfaction of welfare measures are clustered in the satisfactory region. The management may take steps to convert these into highly satisfactory.
- The condition of the ventilation and lightning may be improved. They may be provided with adequate fans and facilities to quarters.
- The employees are not fully satisfied with the protective equipment facilities; the management may take steps into satisfactory level.
- Medical personnel should always be available at the first aid service.
- The management should concentrate more in employees ‘safety measures ‘activity.
- The salary pattern for employee if determine on the basis of performance by the management and extend the special task training programs.

Conclusion

The industry has provided many benefits and facilities to their employees. Through this report; the management can also take any remedial measures to necessarily motivate the employees by providing adequate welfare facilities and other fringe benefits. Based on employees only, an organization can
increase its productivity, earn profit and reach its objective. Therefore, any concern can succeed only through the employees who are the main assets of an organization and not through the technology, Experts and specialists alone.

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