



# ROOTS

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**Aim & Objectives**

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# THE INTERSECTION OF DISGUISE, GENDER NORMS, AND FEMINISM IN *TWELFTH NIGHT*

**SUMAIYA BINTH ALAM**

B.A. (Honours final year)

Department of English

University of Asia Pacific, Dhaka, Bangladesh

**IFFAT JAHAN SUCHONA**

Lecturer

Department of English

University of Asia Pacific, Dhaka, Bangladesh

## Abstract

*This article explores the intricate interplay of disguise, gender norms, and feminism in William Shakespeare's play Twelfth Night. It focuses on the portrayal of gender stereotypes through the description of three female characters and examines the portrayal of women's determination and ingenuity in the play. The in-depth analysis shows the play's relevance in questions of gender identity, power dynamics, and social critique, highlighting its lasting relevance in the realm of Shakespeare's works.*

**Keywords:** *twelfth night, disguise, gender roles, feminism, viola, olivia, maria*

## Introduction

In William Shakespeare's *Twelfth Night*, the themes of disguise, gender norms, and feminism are central to its enduring appeal, captivating readers and prompting scholarly inquiry. This article proposes a focused examination of these themes through a feminist lens, promising to contribute to ongoing discussions on gender dynamics in Shakespeare's works. Talking about gender roles and disguise, cross-dressing and sexual in definiteness are two debatable yet fascinating topics to approach the play differently. Long story short, Viola, the main protagonist, disguises herself as a man, to survive in the Illyrian society. Her twin brother Sebastian disappears at sea, but she hopes to find him. Viola gets herself into perplexing yet entertaining situations as the story progresses. Alongside Viola, we are also introduced to two other women in the play. Beautiful Lady Olivia is admired by Duke Orsino, a powerful Illyrian. And finally, Maria, Olivia's attendant,

represents the play's disobedience, humor, and sarcasm with her sharp mind and mischief.

Along with *Twelfth Night*, cross-dressing occurs in three other Shakespearean plays: *The Two Gentlemen of Verona* (1590-94), *The Merchant of Venice* (1596-98), and *As You Like It* (1599), where female protagonists disguise themselves as men. Feminist critic Juliet Dusinberre offered an optimistic view of Shakespeare's female characters, arguing that he transcends patriarchal prejudices by portraying witty and spirited heroines and, later, links the freedom of Shakespeare's heroines to the real-life experiences of Renaissance women. Conversely, another critic, Clara Claiborne Park, suggests that while cross-dressed heroines may display assertiveness, they ultimately conform to male expectations by willingly removing their disguises (Park 108). It is also worth noting that male actors portrayed female roles during the Elizabethan era (Doblas 283). Thus, from Viola's (the play's female protagonist) adoption of a male disguise to navigate

societal constraints to the subversion of traditional gender roles through characters like Olivia and Orsino, *Twelfth Night* offers a nuanced portrayal of gender identity and the performance of femininity and sexual distinctiveness. Unlike *As You Like It*, nothing much happens in the comedy since it focuses on the emotions of the cross-dressed Viola (Doblas 284).

Women had few opportunities during the Elizabethan Era, and they were frequently neglected. Traditional gender norms, based on society norms and beliefs, frequently highlighted obedience for middle and lower-class women. (Ahsan 10). In *Twelfth Night*, Shakespeare challenges these old-style gender roles by introducing a strong and intelligent female character, Viola. The play looks into the complex dynamics of gender and how characters navigate societal norms through disguises and deception. Many critics, however, have not universally praised the play, often deeming it absurd yet humorous. Swander's 1964 paper titled "'Twelfth Night': Critics, Players, and a Script" highlights scholarly criticisms of its dullness, confusion, and outdated humor, while also noting its positive reception in the early twentieth century, particularly when focused on Viola (Swander 115). The dynamic ending, characterized by many characters and ideas, may leave readers bewildered. Through scrutinizing Viola's centrality, viewers and critics can gain unique insights, Swander argues that the play extends beyond comedy, promoting virtue and critiquing folly to advocate for a moral lifestyle (Swander 120).

This article aims to analyze the intricate connections between disguise, gender roles, and feminism in *Twelfth Night*, presenting thought-provoking perspectives on the complexities of identity and personal empowerment. We shall elucidate Shakespeare's critique of conventional gender roles in *Twelfth Night*, focusing on the depiction of Viola, Olivia, and Maria. Viola emerges as a character of particular significance, distinguished by her grace and resilience, thus positively portraying women

(Lewis 244). Conversely, Olivia appears as a character indulging in self-absorption and melodrama, while Maria showcases a cunning and strategic nature.

### Gender Roles and Disguise

In *Twelfth Night*, characters like Viola, Olivia, and Maria challenge traditional expectations, asserting autonomy against male dominance. Olivia's rejection of Orsino and Maria's manipulation of Malvolio showcase women's ability to exert control within patriarchal constraints. In the play, Viola's character adopts a physical disguise to achieve a specific objective that alters how other characters perceive her gender. However, the question arises: *Does Viola enjoy her disguise as a male?* Through the following speech, Viola clearly shows us that she feels unhappy with the male garments she is wearing and rejects the misunderstandings the male disguise creates.

VIOLA: Disguise, I see thou art a wickedness  
Where in the pregnant enemy does much.  
How easy is it for the proper false  
In women's waxen hearts to set their  
forms!

(2.2. 27-30)

Hannah Lewis, in her 2021 paper on gender roles in *Twelfth Night*, observes that, comparing gender roles in Elizabethan times with those of the twenty-first century shows that stereotypes persist today (Lewis 244). Despite many paces towards gender equality, traditional gender expectations persist in contemporary society, echoing the constraints experienced during the Elizabethan era. Susan Amussen's article on Elizabethan England highlights the dominance of men as heads of households, responsible for representing the family in the community and maintaining order within the home (Amussen 86). This historical framework relegated women to subordinate roles devoid of personal autonomy.

In Shakespeare's time, societal norms verbalized those only noblewomen and men received thorough education, while those from lower classes, particularly women, were often denied access. Regardless of social status, men were revered as authoritative figures, especially within marriage. This patriarchal dominance extended to the theater, where only men were allowed to perform, yet paradoxically, it enabled Shakespeare to create significant roles for female characters. Viola's decision to disguise herself as a man in *Twelfth Night* exemplifies this, demonstrating her resourcefulness and intellect as she navigates unfamiliar territory, rather than despairing over her lost twin brother.

VIOLA. Conceal me what I am, and be my aid  
For such disguise as haply shall become  
The form of my intent. I'll serve this Duke.  
Thou shalt present me as an eunuch to him.  
(1.2.56-59)

Viola becomes "Cesario" and serves Duke Orsino, who loves Lady Olivia. Shakespeare cleverly designs Olivia's surprising attraction to Cesario instead of Orsino, resulting in a hilarious twist. However, social position greatly affects *Twelfth Night*. Viola becomes a man to ensure a solid future, unlike Olivia, a rich but immature noblewoman (Sindhu and Vijayalakshmi 67). Olivia's actions mirror her wealthy upbringing, which disregards ethics. Olivia learns dignity and maturity when Viola enters her life as a noble character, advocating logic and reason regardless of gender, challenging Elizabethan social standards (Lewis 245).

### **Feminist Readings of *Twelfth Night* and *Gender Trouble***

Renowned feminist scholar Judith Butler has examined how Shakespeare deconstructs binary conceptions of gender and highlights the fluidity of identity. By embracing disguise as a means of resistance and empowerment, *Twelfth Night* offers a feminist critique of patriarchal structures and

challenges audiences to reconsider their assumptions about gender roles and power dynamics. Judith Butler's perspective on the concept of fixed identities offers valuable insights into how *Twelfth Night* employs the complexities of erotic attraction to challenge established norms of sexuality. Judith Butler's famous book *Gender Trouble*, published in 1990, explores her theories on gender performance, the cultural meanings associated with the body, and how they can be applied to both sexes. In this book, she writes that *Gender* is not a fixed source of control or influence but a fluid construct that evolves over time by repeated patterned behaviors (Butler 519). This indicates that *Gender* is a daily social norm, akin to a theatrical role that individuals rehearse and embody, rather than a natural trait. In connection with this, Amanda Lee, in 2019, stated, "*Twelfth Night* is an accidental defence of this theory, 500 years before Butler" (Lee 13). Lee, in her work, "Gender Performance in Shakespeare's *Twelfth Night*" takes up the famous statement made by Viola "*I am all the daughters of my father's house / And all the brothers too -*" (2.5.132-133), and argues that Viola is suggesting that her gender appearance is not authentic and that she can simultaneously embody both male and female identities. This highlights the individual's autonomy in defining their own identity beyond societal expectations.

In her 1993 book, *Bodies That Matter: On the Discursive Limits of "Sex,"* Judith Butler focuses on the relationship between regulatory norms and the physical body, exploring how these norms shape and solidify our understanding of gender and sex. Butler also asks if we can connect the idea of what our bodies are made of to how we act out our gender roles (Butler 1). Butler explores various theories such as feminism and queer theory to examine our perceptions of the body's stability and the fluidity of gender over time. She contends that societal norms about gender influence our understanding of our bodies and sexual differences. Cavanagh, in her

1993 review of Butler's *"Bodies That Matter: On the Discursive Limits of 'Sex,'"* asserted that in discussing sex, we are essentially engaging with a constructed set of societal norms rather than purely biological entities, indicating that while our bodies are subject to societal regulations, they do not solely dictate societal perceptions of identity (Cavanagh 144).

*Twelfth Night* explores the complexities of sexual attraction, blurring love and desire, causing gender issues (Charles 121). The play's misidentifications and disguises analyze attraction's fluidity and social standards, while the play's innocence and innocence deepen the characters' identities and interactions (Lewis 242; Logan 231). Yet, Valerie Traub's analysis in *Desire and Anxiety: The Circulation of Sexuality* in Shakespearean Drama posits that *Twelfth Night* does not fully capture the fluidity of desire when compared to *As You Like It*. Nevertheless, Charles (122) argues that *Twelfth Night* adeptly delves into the societal influences shaping sexual attraction and its intricate relationship with gender identity.

### Viola and Olivia

Shakespeare bestows considerable praise upon Viola, or Cesario, depicting her as a witty and adaptable individual who effortlessly navigates diverse situations. This portrayal challenges the traditional Elizabethan archetype of women characterized by passivity, submissiveness, and humility. Jodi Coccagne's commentary provides valuable insight into Viola's characterization:

*She is witty, sweet, and clever. From a feminist standpoint, her will to explore the 'unexplorable' is one of the strongest in all of Shakespeare's characters* (Coccagne 3-4).

Lewis even pointed out that in *Twelfth Night*, Orsino is not the hero as he should be; rather, he is the fool and Viola is truly a heroine who also acts like a hero (Lewis 252). Through an analysis of Shakespeare's portrayal of Viola, it becomes evident

that her wisdom and companionship with other characters challenge conventional gender norms. Viola's character in the play showcases a fresh and evolved portrayal of women during the Elizabethan era, serving as a significant catalyst for the plotline. Moreover, Viola's remarkable adaptability allows her to navigate Illyria's unpredictable circumstances, ensuring her survival throughout the play. She adeptly employs various strategies to thrive in this unfamiliar environment. Even Feste, the clown, acknowledges her intelligence and skill in manipulating language:

FOOL. You have said, sir. To see this age!  
A sentence is but a chev'ril glove to good  
wit—How quickly the wrong side may be turned  
outward! (3.1.11-13)

Cheri Register underscores the importance of depicting women who challenge traditional gender roles, emphasizing the necessity for characters to adapt their personalities and behaviors to various professions, thus defying societal expectations (Register 20-22). Throughout history, literature has often been complicit in perpetuating the subordination of women, with some writers reinforcing patriarchal norms in their works. Literature frequently mirrors the pervasive influence of male dominance over women. Register argues that for literature to be equitable to both male and female readers, it is crucial to create female characters with the same qualities typically afforded to male characters, and in *Twelfth Night*, Shakespeare did recognize the potential of women's liberation, intelligence, wit, and beauty. To elaborate on the relationship between Viola and Olivia, Traub explored the concept of homosexuality within theatrical transvestite behavior (Traub 120). This is because Orsino forms a deep bond with Cesario, a woman unbeknownst to Orsino. Olivia becomes enamored with the spirited young individual, a woman unknown to Olivia. Furthermore, considering the Elizabethan era's stage production, we must not overlook that a male actor indeed portrayed Viola.

Critics such as Lisa Jardine and Jean E. Howard, however, propound an alternative perspective on the dynamics between Viola and Olivia, questioning who poses the real threat to social order. Jardine and Howard argue that Olivia, rather than Viola, presents the true challenge to societal norms. Despite her initial declaration to decline men, Olivia's passionate pursuit of Cesario is humorously portrayed at the play's outset. Ironically, it is Olivia - financially independent and self-sufficient - whose eroticized relationship with Cesario defies social and sexual conventions the most (Jardine 33). Due to her transgressions, the seemingly disruptive Olivia is subjected to the control of a man, Sebastian. Howard further underscores this notion, highlighting how the cross-dressed Viola, initially perceived as threatening the patriarchal system, is ultimately rewarded. At the same time, Olivia, the true challenger of social order, faces punishment (Howard 112). This nuanced analysis invites a reconsideration of traditional power dynamics and the complexities of gender and social status within the play.

### Maria

Now, we still remember our third female character, Maria. In this play, love, not only occurs among the central characters, supporting characters like Sir Toby and Maria, are also given a touch of a happy ending using the idea of a love-match. Sanner Garofalo, in a 2007 paper titled "Enough of Excess: Portrayals of Twelfth Night's Maria," discusses two adaptations of the play, one film, on stage production, to enlighten the two sides of Maria: love-sick and self-serving. Maria is depicted as a multifaceted character in the text, displaying masculine and feminine qualities despite her servitude to Olivia and Sir Toby. However, in the two adaptations, she is constrained into narrower roles within the patriarchal system (Garofalo 114). The film sets Maria as subservient to Toby, but the stage production makes her the dominant character. Nevertheless, the question arises: *did*

*Shakespeare do justice to the third female character?* The answer to this query is complicated because Shakespeare initially permits Maria to challenge traditional gender roles, but eventually, he constrains her into submission in the final scene, as mentioned by Garofalo (126).

Nevertheless, in her 2007 article "Sportful Malice, or What Maria Wills: Revenge Comedy in Twelfth Night," Tassi emphasizes how the pursuit of revenge shapes the comedic narrative, showcasing Maria's intelligence and empowerment as a third-wave feminist who confidently strategizes against Malvolio (Tassi 32). Maria's proactive approach contrasts with Malvolio's gullibility and emotional entanglement in his fantasies, highlighting her superior wit and agency.

### Conclusion

Even today, *Twelfth Night* remains a compelling and provocative text that inspires critical engagement and reflection. Its exploration of disguise, gender roles, and feminism offers timeless insights into the complexities of identity and personal empowerment. Although the social landscape has changed since Shakespeare's era and the unique obstacles women encounter have shifted, the enduring essence of these characters remains woven into the very fabric of our society. Viola, Olivia, and Maria are remarkable women who skilfully navigate the complexities of identity, desire, and societal expectations. They embody strength and resilience that transcend historical and cultural contexts. Therefore, even though the expressions may vary, the essence of these individuals persists in the wide range of experiences and stories of women in today's society.

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## TRANSGRESSION AND HOMOPHOBIA: A STUDY OF SEXUAL DISSIDENCE IN R.RAJ RAO'S *THE BOYFRIEND*

**PURUSATTAM RAJAK**

Ph.D. Research Scholar

Department of English

Sidho-Kanho-Birsha University, West Bengal

### Abstract

*Though India is a country that loves to celebrate unity in the midst of diversity but when we look at it through the lenses of queer theory it appears grim, bleak and dysphoric. Before the historical judgement of the Indian Supreme Court legalizing section 377, any kind of sexual behavior against the 'order of nature' was regarded as criminal offence. Due to such constitutional criminalization coupled with societal hostility, India's transgressive population used to confine themselves within a narrow 'closet' of their own to avoid public, legal or even domestic violence. This constant fear of being different and eventual social exclusion generate internalized homophobia, that is, self-hatred for being homosexual. R. Raj Rao, a self-proclaimed queer and a pioneer figure of Indian queer-literature, in his novel *The Boyfriend*, set at the backdrop of conservative homophobic Indian society, unfolds a homoerotic love affair between Yudi, middle aged gay journalist and Milind, a young boy from untouchable community. It projects several layers of sexual objectification and marginalization of the gay community for violating 'norm' through sexual dissidence. This paper will try to explore how, in this novel, Raj Rao has endeavored to destabilize and subvert the traditional notion hegemonic heteronormativity that subjugates the other forms of sexual identity in order to perpetuate heterosexuality as the only possible kind sexuality. Attempts will be made to highlight how Indian gay people negotiates with several socio-cultural imperatives that intersect with one's sexual identity.*

**Keywords:** transgression, homophobia, dissidence, heterosexism, exclusion, subversion

### Introduction

Historically homosexuality has been codified as 'aberration' or 'perversion'. Medical science classified it as a pathological condition which needs to be 'cured'. Most of the religions of the world denounce physical intimacy beyond the limits of procreative heterosexual relations. On account of such constrictive measures, the gay population, for centuries, remained constricted within a narrow closet of their own. Including all sexual categories that do not adhere to the standard parameters of monogamous heterosexual relationships reinforced by marriage, the term queer seeks to emancipate the sexual dissidents from the burden of social stigma by refuting the regulatory regimes that intend to normalize and categorize desire and behavior. In fact, the term queer politicizes sex, gender and identity. To put it simply, queer is against the discourses of

normativity. Kaustav Bakshi and Rohit K Dash Gupta (2019) write:

The terms queer resists the practice of pigeonholing individual based on their sexualities and encapsulate desires and sexual practices which elude definition or label, in fact, even language. The power of the term queer lies in its uncontainable potential to discredit, challenge and collapse all forms of normativity which dominate the realms of sexuality, erotic desires, coupledness, romance, kinship and social relations (p.8).

Anything that problematizes 'norms' can be associated with queer. In this regard, the term queer opposes the purpose of many identity categories that it encapsulates because their activism is primarily directed to establish them as a legit category. For instance, even a heterosexual couple resisting

procreation also comes under the rubric of queer as procreation is almost synonymous with marriage.

There is no denying that Indian LGBTQ+ academia is heavily influenced by Western theoretical premises. Sexuality, a taboo issue, is hardly a matter of public discussion. This secrecy is also maintained by academicians. Raj Rao in the preface of his book *Criminal Love* (2017) talks about such tendencies. He argues: "Academia in India has been known to club sexuality issues with gender issues with misappropriate emphasis on the latter, possibly because, as an identity marker gender has greater respectability than sexuality" (p. xii). Thus, sexuality in India remains a matter to be kept under the carpet rather than being explored.

Indian sexual politics, more specifically queer politics, chiefly revolves around section 377 of the Indian constitution that was imposed by the British ruler during the colonial era. Ashish Nandi in his contemplative essay *The Intimate Emeny* (1983) points out how the Britishers used to favour and adore the hypermasculine dominating male body while degrading and demoralizing less powerful effeminates. He also argues that the celebration of heterosexual hyper-masculine behaviours linked with dominance, power, and authority simultaneously involves dehumanization of gays in public. (p.4). Ruth Vanita in her several critically acclaimed works also criticized the colonizers for implanting their Victorian puritanical attitude into the mainstream culture which gradually transformed the temperament of the country and turned it in to a homophobic nation. Constitutional criminalization of homosexuality exposes the gay population to public humiliation and gay bashing. Shomona Khanna (1992) in the cover story of *Gay Rights*, one of the founding journals of India for gays, writes "In India, however, the majority of homosexuals lead secret and lonely lives, and those who do "come out" or "get caught" are often subject to severe censure, and under the Indian Penal Code, 1860, male homosexuals might even

face imprisonment." Hoshang Merchant (2009) also expresses similar concern in his book *Forbidden Sex and Forbidden Text* "India, still a land of Other Victorians, continues to hold its traditional beliefs on 'the love that dares not speak its name' even today. No love out-side heterosexual mono/ polygamous marriage, or no love that cannot take a spiritual form is accepted; any articulation of such love outside these two institutions sees social rejection, violence, punishment or judicial action." (p. xiii).

The above quoted utterance is an obvious attack on heterosexual status quo- a system that assumes everyone heterosexual and seeks to perpetuate heterosexism. Individuals are socially and culturally classified into two genders based on a variety of characteristics such as their sex at birth, gender identity, and gender expression. It is essential to recognise that the biological sexual binary and the gender binary are not always accurate although there is usually a link between a person's designated sex at birth and their gender identity. Some people identify themselves as transgender, which means their gender identity differs from the sex assigned to them at birth. Furthermore, some people identify as non-binary, which means their gender identification does not fall exactly into the masculine or feminine categories. The binary fosters the assumption that there are only two separate and opposing genders, each with its characteristics and behaviours. This can promote damaging gender stereotypes and also can interfere with people's ability to express themselves. Judith Butler along with many other queer theorists in their respective writings emphasize the drawbacks and risks of the strict binary model of "male" and "female". Their constant advocacy starts to create room for a range of gender and sexuality expressions, including those who are typically categorised as "gay."

Much before the formation of Western critical thought on sexuality and gender, India's rich tapestry of ancient scriptures indeed offers a multitude of



perspectives on sexuality and transgression. Writers like Devdutt Pattanaik delves deep in the ocean of Indian mythologies and explore the stories of 'forbidden love' and many of his works attempt to reinterpret Hindu mythology from queer perspectives. The groundbreaking book *Same-Sex Love in India: A Literary History*, which Vanita co-edited with Saleem Kidwai, uncovered a rich history of same-sex love and desire in Indian literature while also challenging heteronormative narratives. They argue that sexual transgression is not a modern urban phenomenon but a recognised sexual variation. Several researches, carried out in India, asserts that criminalization of homosexuality is closely interconnected with colonial rule where the Britishers imposed their ideology and narrow vision regarding gender and sexuality. Ruth Vanita while delineating such shift marked 19th century as "a crucial period of transitions when a minor strands of precolonial homophobia became the dominant voice in colonial and post-colonial mainstream discourse". (p.13). In colonial and post-colonial India sexual dissidents are stigmatized, medicalized, and condemned by society, science and law. Instead of acknowledging them, these oppressive institutions labelled their desire as unintelligible and unacceptable. However, there are ample evidences to support India's stance in favor of sexual diversity and to show how as an ancient nation it fosters sexual and gendered variation. In this regard, Suresh Parekh in his article *Homosexuality in India* observes:

Religious as well as non-religious, written by saints or poets, the writings from the Vedic and ancient period show that intense and passionate relationships or attachments between men and between women have always existed in India. (p.147)

Ardhanariswara represents Shiva, the masculine deity of destruction, as well as Parvati, the feminine goddess of creation. The fusion of both symbolizes the inherent unity and fluidity of masculine and

feminine energies, transcending binary limitations. During the Churning of Ocean, to divert the Demons, Bishnu adopted the shape of a beautiful lady named Mohini. Lord Shiva, enamored by Mohini's exquisite beauty, mated with her and as a result of that union, Ayappa was born. Apart from such religious instances, ancient texts like *Kamasutra* also deals with transgressive desire. Ruth Vanita (2008) applauds "*Kamasutra* is perhaps the world's most famous work on erotics" (p.46). Batsyana's *Kamasutrais* perhaps the oldest books to identify sexual orientation outside heterosexual matrix as "third nature" or "Tritiya prakriti."

### Analysis

A self-proclaimed gay, R. Raj Rao is one of the pioneering figures of Indian queer literature and gay activism. Born in 1955, he has been witnessing India's flourishing and growth as an independent nation unleashing the colonial baggage. His writings are the articulation of the evolution of a sexually minor community through constant interrogation with rigid normative patterns of an orthodox nation. Thomas Waugh (2017) in the introduction of *Criminal Love* writes "Rao, in my judgement, the most important contemporary queer Indian writer." (p.xii).

Raj Rao's cult classic novel *The Boyfriend*, published in 2003, centres round the 'ever practised and ever secret' gay subculture of India. Set in 90's Bombay, the novel aptly encapsulates the life of 'a prolific freelancer ...writing for newspapers and magazine ranging from *The Hindu* to *Debonair*' (p.3), Yudi, gay by sexual orientation, and his constant negotiation with various social and cultural imperatives. He is an educated urban fellow from Brahmin community and according to Milind's parents he is an 'English speaking' 'high society type' fellow. Protagonist Yudi is a 42-year-old man and is accustomed to visit several public places like loos at the church gate station to indulge in casual sex with working class boys. He leads a carefree life with libertine impulses.

For getting sexual partners effortlessly, he keeps record of every popular gay cruising spots. His initial phase of life was spent in promiscuity. But a significant shift takes place in his character after an unexpected meeting with Milind Mahadhik, a Dalit boy who initially introduced himself as Kishore.

Pramod Nayar (2007) in his extraordinary article *Queering Culture Studies* writes "Raj Rao's *The Boyfriend* presents a geography of sexuality which interfaces class and sexuality. Yudi, the protagonist of the novel, seeks men in railway stations in public conveniences: 'the gents' toilets at Church gate provided a twenty-four happy supply of men' (2). Yudi seeks poor boys, labourers or disabled men, for his sexual pleasure, only rarely his equals or better" (p.141). To him, the homoerotic encounter between Yudi and Milind is exploitative where the powerful elite urban gay victimizes a powerless Dalit gay. But this paper slightly differs from the analysis of Pramod K Nayar and partially follows the path of Ruth Vanita who finds Yudi as a rebel who denies to fit himself in the mainstream culture by marriage.

The invisibility of gay people has been dealt with dexterity in this cult work. Culture and behaviours are contingent upon geography. 'Space' plays a crucial role to determine the in/visibility of non-binary gender expression. Kaustav Bakshi and Rohit k Dasgupta (2019) have mentioned: "studies on queer identities and queer spaces have had somewhat of an urban bias" (p.74). They precisely pointed out the inadequate amount of research on rural queer. Lack of knowledge and adherence to conservatism make it even more intractable for rural sexual transgressors to claim their identity. Eventually, reports of coming out of the closet in rural areas is rare phenomenon. Yudi is a city dweller. As the saying goes city liberates an individual so his stay in Bombay, a city of dreams, automatically nullifies many social imperatives that Milind as an inhabitant of rural must negotiate. Interestingly, the spaces, depicted by Yudi, in Mumbai, are also the embodiment of 'compulsory

heterosexuality', a term coined and developed by Adriene Rich. Existing social and cultural institutions have created an all pervasive hetero-patriarchal space where procreation through marriage is a matter of celebration. Marriage operates as a disciplinary mechanism is capable of nurturing heterosexuality because of its ensured attachment to family, community and society. In fear of disengagement with the authority and power one enjoys as a husband, many gay people of India and all MSM's lead a bisexual life using homo-sociality as an a libi. So, staying inside the closet, they maintain a prolonged secrecy regarding their sexual orientation. They use marriage as a medium to shield their secret identity and continue homoerotic erotic activity under the carpet. For an untouchable like Milind, marriage is unavoidable. At the disclosure of his upcoming marriage, agony of separation rolls down his cheeks as tears. Yudi lost control over himself at the very site of the wedding card. To console his dumbstruck gay friend, he articulates "stop being so weak-hearted. Take hold of yourself. Everyone gets married, and I too have to get married some day or the other. So why not now? I'm leaving." (211). In rural area, specially in the context of India, social interdependency is the primary obstruction in their way to embrace sexual dissidence. He knows very that in order to survive he needs to surrender the predominant mode of the society. It also exposes Milind's unfamiliarity with the evolving dynamics of gay subculture.

Having realised his sexual orientation at an early age, Yudi prefers not to conform to normativity but to challenge the 'norm' with practice. He never thinks of getting married and becoming accepted by the family. As a newcomer in the city, one day on his way back home, he discovered Azad Maidan as a cruising hotspot in the "pitch black darkness." Initially, it was scary because of his internalized homophobia but the site provided him a space of his own and his sense of isolation diminished to some extent and allowed him

to express his real self. Very soon, he turned out to be a 'Azad Maidan' addict by interfusing him with the gay folks who from all over the city used to swarm like bees into the Maidan. But their space of forbidden love is fragile as "when gay people were spotted loitering around the Maidan after dark, they were thrashed and thrown in jail" (p. 48-49). Frequent police raids emerge as a marker of control, manipulation and extortion. Shamona Khanna (1992) in her article Gay rights has rightly mentioned: "Every evening, plainclothes policemen spread out over gay meeting places in all metropolitan cities to entrap, humiliate, extort money from and even force sex on gay men under the threat of criminal prosecution" (p.6). Azad Maidan emerges as a space of sexual dissidence.

It is also the embodiment of the subversion of heterosexual patterns and norms. Despite being a part of upgraded culture of city, Yudi himself is not completely 'out of the closet'. He has revealed his sexual orientation to a selected number of people. Knowing his mother's faith in orthodox values, he does not want to shatter the assumption of his mother about him as a 'straight'. The following quote is vocal of that as it says:

On his part, although Yudi was radically gay, he respected his mother's old-fashioned views and never openly discussed the subject with her. There was a magnificent no man's land between them.... he wouldn't tell her things about himself that disconcerted her. Thus, Yudi could never think of coming out to his mother the way, say, in the twenty-first century, a young and reckless film-maker would- on camera! (p.193)

The character of Gauri, an aspiring painter, helps us to locate and understand the in competencies and imperfections of heterosexual marriage. She is a divorced woman with a desire to have Yudi as her future husband. In spite of knowing that Yudi is gay by sexual orientation, Gauri keeps wooing him in the prospect of marriage as she believes "all men are

naturally attracted to women. If something about their sex life had gone away, there was no reason they why they couldn't be reclaimed, reformed." (p.123).

## Conclusion

To conclude, it must be affirmed that the novel records an ambivalent interplay between 'transgression' and 'homophobia'. Social exclusion and modern homophobia are the products of the deliberate obliteration of homosexuality from history. Until, homosexuals are capable of situating them in the past, they will not be able to claim their rights in present. Society, governing bodies deploy mechanisms to suppress deviations. In order to counter the politics of suppression, the sexual dissidents need to 'come out of their closet'. Their coming out is the act of politicizing their devalued identity. Although Milind's surrender to heteronormativity can raise many questions about the future of the gay movement but in fact it reflects on the dynamic nature of homosexuality in India. On the other hand, Yudi's nonconforming attitude, to some extent, destabilizes the traditional pattern of society. The novel is successful in mapping the trajectory of gay movement in India and how other identity markers intersect with one's sexual identity creating alternative scenarios for exploration and interrogation.

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# PORTRAYAL OF BOLLYWOOD ACTRESSES FOR GLAMOUR PURPOSE: A CRITICAL PSYCHOANALYTIC STUDY USING LAURA MULVEY'S MALE GAZE THEORY

**DILPREET KOUR**

Ph.D. Research Scholar (English)

Department of English, University of Jammu, Jammu

## Abstract

*The objective of this paper is to study the representation of female characters in visual media particularly Hindi cinema by assessing their roles, characterization, and agency. This paper employs the conceptual framework of Feminist Film theory which is a critical method for analyzing the cinematic culture by using a feminist lens. As a result of gender biased society, depiction of women characters in the Bollywood movies is always done from the perspective of males. Our cinematic culture has historically had an impact on gender norms and also in the representation of women characters in the film industry. The women characters, most of the times are reduced to marginalized roles or as objects to glamorize the hero-centric set up. Hindi cinema has always aimed to entertain millions of people and take them to a realm that is completely different from the real-life world. When seen through a gender perspective, the plots of earlier Hindi movies unquestionably have been male orientated. In the past, majority of the films have female characters as leads, but they were often presented as the victim wife, self sacrificing mother, conservative, and sensuous. The female character is designed in the context of a male role, whether it is the father, the hero, or any other male character. Now there seems to be a shift in these roles, so there arises a necessity to study the portrayal of women characters in the Indian film industry.*

**Keywords:** film theory, male gaze, glamour, pleasure, psychoanalysis

## Introduction

Films, like literature, reflect human ideas and feelings. Bollywood, i.e. the Indian film industry, known for its grandeur is not just a source of entertainment, but it also brilliantly reflects the social consciousness of the country. Indian cinema portray larger-than-life stories on the screen, in short, these films reflect our society. The insufficiency of proper representation of women characters in the Hindi cinema is an ongoing lament. Historically speaking, the representation of women manifested patterns of objectification and stereotyping where women characters were seen as carriers of particular values, lacking voice and agency.

Female agency refers to the capacity of women to make independent choices, exercise control over their own lives, and act with purpose and autonomy in various aspects of the society. This critical study is based on the representation of females in Bollywood

by using the viewpoint of "Male Gaze theory" as given by Laura Mulvey. The notion of "male gaze," as the central point of Feminist Film theory was introduced by British Feminist Film Theorist and Filmmaker Laura Mulvey in her seminal work namely, "Visual Pleasure and Narrative Cinema" in 1975. This work of Mulvey was majorly based on the concepts of critics like: Sigmund Freud and Jacques Lacan. Although the theory of Mulvey argued about traditional Hollywood movies, and often positioned the male viewers as the active spectator and women on the screen as passive object of this gaze, thus contributing to the objectification and sexualization of women on the screen.

## Tracing the Representation of Females in Bollywood

Cinema has a very powerful impact on the culture of the country. It has influenced the way in which people

discern numerous facets of their lives, framing new opinions, creating images, and disseminating cultural values. Film industry is one of the largest medium of communication with the common people, because millions of people watch movies every week in theatres. The movie, *Bhasmasur Mohini* (1913), has female as the main protagonist, for the first time. The females were portrayed as the essence of virtue, values and always dependent on the man.

Female characters are portrayed as weaker or less competent, dependent on their male counterparts for the happiness or fulfilment, reinforcing the idea that value of women is linked with the relationships that they share with the men. This highlights the conventional gender stereotypes and keeps alive the conception regarding the women's abilities as well as their intelligence. They were represented as submissive, docile, loving and obeying wives, and selfless mother in movies like *Dahej* (1950), *Mother India* (1957), *Pati Parmeshwar* (1988), *Chandni* (1989) etc. *Mother India* is one of the first Bollywood film to achieve international attention as it portrays a woman who upholds the pride of her village. She is seen as a mother figure because of her devotion towards her family and honour but there also she was the one to do sacrifices for the sake of others.

In the past few decades, representation of women in cinema has undergone many remarkable changes. During the early days of Bollywood, female characters were often portrayed as damsels in distress or love interests for the male lead. The females were looked at as being self-effacing, duteous and self-abasing, i.e. who will follow the norms of the society easily. However around the 1970s and 1980s, Bollywood noticed that how the female film stars are making their way up. They are not the object of affection for males but now they had their own plots in the story which revolve around the progressive female characters. The female characters were portrayed as vamps or antagonists

that were shown as barriers in hero's life that detracts him from his goals. However, there were a few exceptions like the iconic actress, namely, Madhubala, Hema Malini, Rekha, Sridevi, etc. who with their strong and independent characters, broke the barriers. This representation played a very detrimental role on how women are viewed and treated in the society.

Mulvey claims that conventional Hollywood cinema in most of the cases has contributed to the notion of male gaze, as films were primarily being made for the entertainment of heterosexual male aficionados. This result in the exclusion or erasure of diverse viewpoint where females and other groups frequently being ignored or misrepresented in the popular cinema. Female actresses were presented as an attractive object in the movies as they perform dances, being raped or killed. These conceptions often strengthen or in a way immortalise the patriarchal beliefs. Mulvey draws the attention towards different manners through which women are frequently presented as an entity of desire in the films, with their agency and autonomy constantly being repressed and unnoticed. As male gaze is noticed by the way how the female actresses and their bodies are consistently displayed on the screen as mere objects of amusement for the male spectators.

Years of 1990s and 2000s witness a mixing of conventional and contemporary female roles in the Hindi Cinema. These years were famous for presenting beautiful family plots. There are still numerous films which have stereotypical plots, these films always mentioned how the female characters are so zealous that they can surrender anything to make their family prosperous and unified. Films such as: *Hum Aapke Hain Kaun* (1994), *Kuch Kuch Hota Hai* (1998), *Kabhi Khushi Kabhi Gham* (2001), are prominent examples. However there were also movies that challenged societal norms and depicted women as strong and independent individuals.

Theme of 'infidelity' was also prevalent during this time, in movie like: *Gharwali Baharwali* (1998) and *Biwi No. 1* (1999). There are also many movies in present scenario which respond against the stereotypes laid down by Bollywood, like: *English Vinglish* (2012), *Queen* (2013), *Mardani* (2014), *Dangal* (2016), *Akira* (2016), *Hichki* (2018), etc. These films paved the way for more diverse roles for women in the Bollywood.

### Challenging the Male Gaze in Bollywood Movies

Depiction of women often mirrors the values dominant in the society and reinforce the image of females into the spectator's mind. Hence the films contribute in shaping these images in the minds of the coming generations. Mulvey in her "Visual Pleasure," argued that females are often depicted by their to-be-looked-at-ness in the film industry, women is "presentation" and male is the "owner of gaze." During the recent decades a number of films have attempted to question the male gaze by portraying the females not as simple things of yearning but also as strong and powerful characters hence breaking the traditional gender roles.

Females nowadays opt for strong and progressive roles and these roles help them in breaking the set norms and rules. These film stars utilise these films as a medium to raise their voice in order to highlight these important issues. They question the conventional depiction of females as passive objects of amusement and now portray them as overpowering and powerful persons having freedom and independence.

For instance, various movies like: *English Vinglish* (2012), *Lipstick Under My Burkha* (2016), *Dangal* (2016), *Mom* (2017), *Thappad* (2020), and others challenge the long-established gender rules by presenting a more encouraging and advanced presentation of women with intricate lives and wishes in the movies. The women in these movies challenge the expectations of the male gaze by winning power

over of their own fate and saying no to be subjugated by men.

### Agency

Feminism evolved around late 19<sup>th</sup> and early 20<sup>th</sup> centuries as a reaction against the gender inequality. First wave focused on women's sufferings and rights, second addressed a broader range of issues including reproductive rights, workplace discrimination etc. and it viewed women's issues as interconnected and rooted in patriarchy. Female agency encompasses the ability of women to make decisions, pursue their goals, and navigate their lives based on their own desires and values, free from undue constraints or limitations imposed by others or societal norms. Simone de Beauvoir, a prominent feminist philosopher, and author of *The Second Sex*, explored the concept of female agency by emphasising the importance of women's liberation:

One is not born, but rather becomes, a woman. It is society that assigns roles and expectations to women, and the struggle for female agency lies in breaking free from this limitation to define oneself and one's destiny (267).

### Findings

There is a deep relationship among film studies, feminism and psychoanalysis. Freud's concepts like "unconscious", "hysteria", "Oedipus complex", and "castration" etc. are also being utilized in film theory. According to Mulvey, viewing of subject may offer particular identification with the image which is often provided by the films. Jacqueline Rose emphasised there is always the search for missing object of desire. One of Mulvey's key arguments is that women in films are often condensed to be submissive objects of amusement, prevailing purely for the pleasure of the male protagonist and the male audience. This can be seen in the way women are frequently depicted as beautiful, submissive, and sexually available, with little agency of their own. For

example, in many action films, the female characters serve primarily as love interests or damsels in distress, reinforcing the idea that women exist only in relation to men.

Films represent popular form of art that can attract people in large numbers and that is how majority of films are made in a manner that serve to fulfil a deep seated drive known as **scopophilia or male gaze**. Male gaze is not about how patriarchy looks at women but also how male looks at resources available with greed, thus it unfortunately becomes the normative way of looking at others. Male gaze offers the females a position of a mere object.

Mulvey's "visual pleasure" is amongst the initial essays which aided in changing the direction of film theory to a psychoanalytic structure. In the fields of media studies and feminist film theory, "male gaze" is theoretically associated to **voyeurism, scopophilia and narcissism**, or the pleasure derived from looking. The notion of scopophilia was for the first time brought in by Sigmund Freud in his work, *Three Essays on The Theory of Sexuality* (1905). According to Mulvey, male gaze in cinema is based on the notion of scopophilia, with women being positioned as objects to be looked at and desired.

Lacan is of the opinion that the identification with the image is never anything but illusion. This can be seen in the prevalence of close-up shots of women's bodies in films, as well as the tendency to frame female characters in ways that highlight their physical attractiveness. Mulvey also uses Freudian concept of "male castration anxiety," Mulvey also believes that women are changed into submissive preys of male instantiation with their representation.

In the visual depiction of Hindi cinema, the male gaze has three viewpoints: of a male that is at the back of the camera, of male character that is in the movie and of male spectators or audiences gazing at the females. Female characters are controlled by camera; it repeatedly positions us to look at the female's body, there is continuous use of close-up

shots, the camera compels the onlooker to watch the "cora's body". It prompts a feeling that is sensual and linked with the male actor's perspective. These depictions of women often showcase the value that is prevailing in society and reinforce these descriptions of women into the viewers and hence play a very important role in shaping these images in the minds of the coming generations. Out of all genres romantic films and item songs have become an inseparable part of Bollywood and our culture. So they are responsible for objectification of women in every possible manner.

Films are capable of bringing about social awareness and can result in social reformation. But when it comes to the representation of woman in films, Bollywood has shown the patriarchal attitude. Women have always been objectified as men's pleasure objects on the screen across the films of the world. Bollywood has been a major point of reference for Indian culture in the last few centuries and its impact will continue to persist in the future years also. Bollywood has to an extent shaped how people read and reflect the culture. In Indian scenario women are presented as glamour dolls. The representation of females in Bollywood has a significant impact on the society. When women are portrayed as strong and independent characters, it sends a powerful message to the audience. It challenges traditional gender roles and inspires women to break free from the societal expectations. It also encourages men to see women as equals and respect them for their abilities and talents.

## Conclusion

Bollywood plays a major role in shaping the ideologies therefore it has been serving as a key point of reference for Indian culture throughout the last century and will continue to do so for the future also. Bollywood has, to a certain extent, influenced the manner in which individuals, read and respond on the culture. This effect of sexual objectification will result in constant self-consciousness in terms of how



anyone appear, how to dress up, and frequently looking in the mirror, as well as internalizing the experiences which can lead to anxiety, fear of being unappreciated, fear of missing out and this can create confusion in brains. While some films have attempted to challenge these norms, the male gaze remains a pervasive influence in the industry. It can overshadow the intellectual ability, demotivate people and lead to depression. The language utilised in item songs is pretentious, often portraying women as things to meet male desires. Therefore language emerged as a means to express the libido of males, putting into words the male desires for an object. Since last decades, there have been many encouraging progresses with a growing consciousness towards the need for more comprehensive portrayal of females in the Bollywood. Female are taking steps in questioning the conventional viewpoints, hence constituting convincing roles that challenge conventional gender norms. It is only by changing these cultural rules and presenting a more complicated and powerful depictions of females, various films have facilitated a more multitudinous portrayal of women in the Indian film industry. Therefore analysing the representation of female protagonists in the film industry brings light towards an expedition of growth and progress. From women requiring assistance to strong and powerful characters, the portrayal of women in the industry changed over the course of time. The coming times of the Indian Cinema appears to be bright in the depiction of women. With many female leads opting for progressive and independent roles which revolve around them. The new trend in Indian Cinema is of more female oriented films with female leads and this will give them a platform to prove themselves and break the traditional norms. Thus the presentation of women in Hindi Cinema has travelled a great distance since earlier times.

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## NEURO – BIOLOGICAL APPROACHES IN EMERGING UNCERTAINTIES SCENARIOS

**J. SATPATHY**

Professor

Department of Management  
Srinivas University, Mangaluru

*'Essentially, neuroscience is concerned with the clinical examine of fearful systems - a branch of biology. through the years it has come to be a fantastically interdisciplinary technology that blends with chemistry, laptop science, engineering, linguistics, arithmetic, medication and allied disciplines like philosophy, physics, control and psychology.'*

..... Dr S Haque Nizamie

### Abstract

Mainstream control is based totally on archetype of reasonableness mentioning that human beings project at accomplishing maximal software. control technological know-how is a middle guide toward primary know-how of motivation for control behaviour. Neuro management is a brand new interdisciplinary behavioural technology guiding human improvement towards selection making 'trials'. Neuro management shows guy is neither egoist nor altruist but a hybrid of each because the essence of choice augmentation. Neuro management identifies control choices regarding pragmatic application, objectifies neural correlates of control desire, typically by means of superior scanners and translates subjective dynamics of neural correlates to control preferences. The start of Neuro-management has been laced with 'artists' of complexity. How is managerial decision making methods executed in mind? do we interpret findings when neuro managerial logical consequences struggle? Understanding how brain is running explains little about what a thought produces; what we suppose, what we believe and the way we craft selections. What are the overall implications of neuromanagement control? the way to choose in hard situations in which stakes are excessive and there are multiple conflicting targets? How should Managers' plan? How are we able to address dangers and uncertainties involved in a choice? How can we create alternatives which can be better than the ones at the beginning to be had? How can we become higher decision makers? What assets may be invested in choice - making? What are the capacity responses to a particular hassle or possibility? Who will make this decision? each potential movement has strengths and weaknesses; how should they be evaluated? How will they determine? Which of the things that could manifest could happen? The selection has been made. How can we make sure it'll be carried out? these are the questions neuromanagement researchers suspect are maximum crucial for knowledge complicated human behaviours. Paper try and searching for solutions thru eye monitoring, neuro - behavioural spotters, decision edifice, disruptions and uncertainties

**Keywords:** eye monitoring, neuro - behavioural spotters, choice edifice, disruptions and uncertainties

(This paper is an off - shoot of an on-going paper. a few quantities have been posted / supplied on earlier activities) 'The most effective way to rectify our reasoning is to make them as tangible as those of the Mathematicians so that we will locate our errors at a glance, and while there are disputes amongst folks, we are able to certainly say: let us calculate, without similarly ado, to see who is proper'.

.... Leibniz

## Introduction

Homo sapiens are animals. Can a Human be slight? What does it imply to make or arrive at a decision or desire? overview of an article authored via Robert A. Baron (1998), titled Cognitive mechanisms in managership: Why and while managers think in a different way than other Managers' in magazine of enterprise Venturing (volume thirteen, difficulty 04, July 1998, Pp: 275-294) results in a hard and fast of interesting questions; Why do some, but no longer others, recognize or create new possibilities? Why do some, however no longer others, attempt to convert their thoughts and desires into enterprise ventures? And why, in the long run, are some are a hit and others now not? Why do a little Managers', however not others, apprehend or create new opportunities? Why do some determine to 'take the plunge' and continue, exerting lively efforts to convert their thoughts and desires into fact? Why are some capable of cozy necessary capital and to forge private hyperlinks important to create a developing commercial enterprise, while others aren't, in different phrases, what are the important thing differences between a hit and unsuccessful managers? Why do a little apprehend possibilities whereas others do no longer?' and 'Why do a little try and increase such possibilities while others do no longer? Do managers and others fluctuate with admire to additional factors of cognition? And do such variations play a function in managers' popularity of possibilities, choice to forge ahead, and remaining success or failure? Does it make feel to talk about managerial action as the causal final results of something external? Why then do desire logicians so regularly take with no consideration totality?

Rapid tempo of technological advancements has introduced forth convergence of two transformative forces: virtual transformation and artificial intelligence (AI). there may be critical need to recognize issues and demanding situations in studies in decision making, punter behaviour, experimental and

behavioural control, decision evaluation, behavioural and customer finance, organizational behaviour, negotiation, behavioural approach, behavioural operations, behavioural accounting, clinical and legal choice making with recognition on making judgment. These targets to explore belief of fluid intelligence in context of selection making and the way capriciousness influences selection behaviour. there's want to unscrambling dynamics of fluid choice intelligence in face of unpredictability with heterodoxian neuro - managerial attitude. need is to scrutinize courting between fluid intelligence and managerial behaviour, unravel neural processes underlying fluid intelligence and provide perception into mechanisms that make a contribution to customer accomplishment.

Neuromanagement is an emergent multi disciplinary area that strives to understand how and why people make selections. the field brings collectively behavioural strategies and complicated computational theories from micromanagement, an expertise of emotional influences on behaviour from psychology, and human practical neural imaging from neuroscience. on the grounds that upward push of neuromanagement in choice making, behavioural uncertainty has engaged strides in path of snowballing psychosomatic practicality of prototypes and causal suppositions. This tactic has been efficacious at spawning modern exploration schemata in deep uncertainty choice dynamics. Foundations of Deep uncertainty are laced with 'artists' of complexity. Coupled up are markets, competitions, micro-aspects, macro-factors and stale-shoots main to delivery of heterodox uncertainty control, and uncertainty management. To lend credence, is VUCA (Volatility, Uncertainty, Multifarious and Ambiguity), BANI (Brittle, aggravating, Non - Linear and Incomprehensible), RUPT (speedy, Unpredictable, Paradoxical, Tangled) and TUNA (Turbulent-unsure-Novel-Ambiguous); leading to a 'Swing'. control has advanced as Sciences so that it will accommodate

'actual spectrum' solutions for problems approached (Braga; 2013). in lots of instances, control has been supported with the aid of different disciplines which will reap whole framework for observe of multifarious troubles (Braga; 2013). Cognitive and neurobiological information represent evidence for answering questions. a few thrilling questions that may be explored are; what can be a decision calculation with out a human thoughts at the back of the mathematical format? how to give 'sound' to intentional brain activation without connection with a decision process in a huge sense? Does it approach that found behaviours which provide rise to selected hypotheses are to be understood as cognitive biases due to heuristic gadgets, or that such heuristics are simple cognitive tools? Which solution(s) remedy hassle raised by way of choice making state of affairs? How selection maker imagines hassle and unearths manner(s) to solve it? How neural gadget of brain works to provide solution selected through selection-maker? What does this suggest for managers? What are implications of this know-how for know-how behaviour and nicely-being? How can we make the high-quality selection with the aid of figuring out productive components of mind? How are we able to encourage mind to be innovative? Why has neurodecision management impacted choice management more than Psychology? Is it dependable? Is it scientifically legitimate? Is it useful for managers?

Is research on neuro management going to change conventional management concept? can we agree that control may be a valuable area?

'Who is aware of what I need to do (Don DeLillo; 2009)? Who is aware of what everybody wants to do (Don DeLillo; 2009)? how will you make sure approximately something like that (Don DeLillo; 2009)? Isn't it all a query of eyes / ocular chemistry, signals going to and fro, electric electricity in the cortex (Don DeLillo; 2009)? How do you already know whether or not some thing is clearly what you

want to do or just a few form of nerve impulse within the eyes / ocular? a few minor little pastime takes vicinity someplace on this unvital vicinity in one of the eyes / ocular hemispheres (Don DeLillo; 2009)'. commercial enterprise has changed for all time. How will AI affect agencies and employees? Managerial obligation, in a new spectrum of commercial enterprise, is a colourful technique of spotting prospective, taking premeditated threat, and adds value by using beginning and running new companies. art of making choices is essential to what makes Managers a hit. Managers frequently want to make selections quick with scant information concerning exceptionally unstructured selection-making situations. successful Managers are skilled at making vital choices in midst of uncertainty, often, with minimal resources. They take a look at competitive environments, verify market conditions, and forecast upcoming developments. additionally, making decisions entails more than just taking risks; it requires an awesome eye for spotting and seizing untapped possibilities. therefore, Managers ought to have higher inclination for danger so that it will make selections. Cognitive and neurobiological facts represent proof for answering control questions. Neuromanagement is an emergent multidisciplinary discipline that strives to recognize how and why humans make selections. the field brings collectively behavioural methods and complex computational theories from micromanagement, an knowledge of emotional impacts on behaviour from psychology, and human purposeful neural imaging from neuroscience. Is studies on neuromanagement going to exchange traditional control idea? Do you settle that neuromanagement can be a precious area?

'Although choice control presents huge variety of mathematical models its popularity as a science is disputable. decision management is frequently devoted to studying of surrogate structures as opposed to truth. Biology, specially neuroscience, offers a very new attitude to

decision-making, which is primarily based on empirical studies and inductive modelling'.

..... Michal Müller

'Manager': A Business Artist choice theory is supposed to be a conjecture of reasonableness. but what belief of reasonableness does it analyze? but, why to assume that ideals and dreams of artist's perfect counterpart are beliefs and goals? First, what is the source of artist's unreasonableness? And, second, where should artist visit at this juncture? How decision troubles must be framed? What difference do decisions make to motives for action and reasonableness of actions? In Plato's quote, 'a great selection is based on knowledge and no longer on numbers', Theories and models have to be coherent ('Mechanistic Spot'). The critical but least deciphered, human brain (behaviour through lens of mental operations) is a bio-electric organ, emanating voltages of current that preserve it ticking (Satpathy; 2022). Social and Neural Sciences proportion commonplace hobby (Satpathy; 2022). interplay between science and its co - relates isn't always clean with misinterpretation or dissimilarity in prospective contemplated on either side (Satpathy; 2022). interest theaters all-encompassing element in discernment and logic (Satpathy; 2022). 'Accelerationism' (depicting oscillating ultrafast range of ground-breaking heterodox or avant - garde and intransigent ideas) choice making, with cognition and assumptions that underpin, is important for decision maker whilst crafting and executing strategies (Satpathy; 2022). 'Accelerationism' selections have multifarious neurobiological basis; chaos, creativity and experimentation (Satpathy; 2022). this is supplemented with forces of VUCA, BANI, RUPT and TUNA (Satpathy; 2022).

'Causality' (have an impact on by which one occasion, process, kingdom, or object; a purpose) contributes to manufacturing of every other event, technique, nation, or item (an impact) wherein motive is partly accountable for effect, and impact is partly

depending on motive; Wikipedia) plays relevant role in 'accelerationism' choice sciences. What typifies belief of causation in sciences of thoughts and mind (behaviour through lens of mental operations; Satpathy; 2021, Dane and Pratt; 2007, Gigerenzer; 2007, Gigerenzer et al.; 1999, Hodgkinson et al.; 2009, Hodgkinson; 2008, Sadler-Smith and Sparrow; 2008 and Salas; 2010)? Are assorted notions a qualification for numerous experimental procedures (Satpathy; 2021). Are there variances in notions that are explicitly and implicitly presumed (Satpathy; 2021). What counts as causal evidence in 'accelerationism' decision sciences (Satpathy; 2021). What role is played through naturalistic explanation of facts and bodily mechanisms in identifying causal claims of sciences of thoughts and mind (behaviour thru lens of mental operations) (Satpathy; 2021). Documentation of molecular and genetic markers precisely forecast rational physiognomies for understanding cognitive and neural mechanisms of individual decision making. An emerging new archetype, via brain (behaviour through lens of intellectual operations) wiring diagram, highlights potential cause - result linkage between Biology and management in explaining in 'accelerationism' decision dynamics. modern-day loss of success and attempt necessary for validating models are traced to susceptible theoretical illustration of commercial enterprise 'accelerationism' decision making in cutting-edge 'edifice'.

Actors in spectrum of business are going through growing variety of demanding situations. intellectual activities, however, distributed, offer defining issues of Social Sciences. What are our number one cognitive operations? How do we use them in judgment, choice, action, reason, choice, persuasion, and expression? Do decision makers figure what they want to know? How do decision makers pick? What are the great incentives? whilst is judgment dependable? Can negotiation commercial enterprise? How do cognitive assets rely upon social and cultural

vicinity? How do positive products of cognitive systems turn out to be entrenched as shared information and technique? A large range of educational disciplines searching for to investigate VUCA, BANI, RUPT and TUNA based totally choice making, which include cognitive deep uncertainty technology, psycho - management, virtual organizational research and management. every of those conducts studies from incredibly narrow archetypes, and with that emerge the limitations attendant with natural disciplinary studies. The emerging area of deep uncertainty management seems to provide a usual vernacular, concept and practice from which to better apprehend this behaviour. within new subject of deep uncertainty control those special strategies attempt to find a not unusual idiom and principle to higher apprehend human behaviour. a detailed expertise of biological foundation (and determinants) of human behaviour result in new and better models of desire-making process and in the end better prognoses.

All Managers have confronted multifarious instances of hard events to take paramount selection choice, weighing optimistic / unenthusiastic factors and obliged to just accept some danger. a few decided on inquiries in changing are; a way to account information about cost, hazard, ambiguity and timing? How does this criterion behave as regards to the chosen method? What distinguishes criteria adopted is distinct? Are there direct correlations that exist between techniques? How identifiable variables have an effect on choice of choice desire making standards? Is there a dating between external variables and decision desire criterion used? What types of algorithms and computations underpin selection preference system? Which human experience organs are worried and the way do these put in force at neural degree? How is decision choices made in multifarious environments? How can choice sciences harness virtual 'inferential' records for logical inquiry? What are the critical

geometric domain names? What reciprocal relationships exist between cognitive and affective processes? What are the neuro - behavioural underpinnings? How does valence of information affect decision preference making? How do emotional artists have an effect on? How changes may be elucidated with the aid of neuro - behavioural management? What emotional fashions capture interactions in choice preference making? How do character variations have an impact on choice desire-making? How do motivation and purpose - orientation influence? What structures guide multiple motivational states? What neuro - behavioural decision techniques distinguish artists of choice capacities? How do contextual interactions affect, support or undermine choice desire making? How reput impact decision choice making? What are the consequences of norms, pressures and stigma? How precisely are constructs imagined to be encoded in neuro - physiological structures? How can insights from Managers be embedded? What has transformational managership sciences contributed on 'Artists' now not being rational? these types of abetted to structure a hard and fast of 'arguable' dreams, typically.

### Forces in Movement

Decision responsibilities result in positive modes of questioning. Accelerationism is a thought-provoking and indescribable belief that demanding situations orthodox philosophy of development and alteration (Satpathy; 2020, Dane and Pratt; 2007, Gigerenzer; 2007, Gigerenzer et al.; 1999, Hodgkinson et al.; 2009, Hodgkinson; 2008, Sadler-Smith and Sparrow; 2008 and Salas; 2010). attempt is to discover nature of causality, become aware of strategies to check causal family members, heterodoxically employ empirical cognitive and neural method(es) to causal reasoning and confirm relation between molecular and genetic causation and causality the usage of hematological and molecular and genetic -

management' records to reveal neural paths in 'accelerationism' selection making (Satpathy; 2023). The scope is designed to comprise choice making by means of enterprise Managers.

No choice is a decision. whether or not a selection (managerial innovations) is premiere, favorable or nice is usually concern to 'Triantaphyllou effect'. conventional decision fashions, including neoclassical control, have lengthy been foundational in expertise (control) choice-making. those models count on that individuals are rational actors who purpose to maximise their utility thru highest quality alternatives. Rational behaviour, on this context, refers to people making steady and logical decisions based totally on entire and correct statistics. Neo-classical control relies on mathematical fashions and equilibrium-based totally frameworks to analyze control phenomena. It assumes that people have ideal information, make alternatives primarily based on well-defined choices, and engage in efficient decision interactions. This technique has supplied valuable insights into choice behaviour and has been influential in shaping virtual transformation primarily based (management) decisions.

In research and commercial enterprise approach, VUCA, BANI, RUPT, and TUNA are emerging Disruptions and Uncertainties used to research and navigate multifarious environments (internet search; 2024). each acronym represents a awesome set of traits or techniques:

**VUCA** : VUCA is an acronym that stands for Volatility, Uncertainty, Complexity, and Ambiguity (web search; 2024). In context of studies, VUCA refers back to the challenges and dynamics that arise whilst carrying out research in multifarious, hastily converting environments (web seek; 2024). It highlights the need for researchers to be adaptable, bendy, and responsive to surprising events and adjustments even as preserving rigor and integrity in their work (internet seek; 2024). To navigate these VUCA demanding situations successfully, researchers ought to domesticate skills including flexibility, adaptability, essential wondering, creativity,

and collaboration (web search; 2024). They have to additionally embody iterative getting to know, continuous improvement, and reflexivity in their studies practices to make sure rigor, validity, and relevance within the face of complexity and uncertainty (internet search; 2024).

A breakdown of what each letter in the VUCA acronym represents inside the context of research:

### **Volatility**

This refers to the rapid tempo of trade and unpredictability inside the research environment (web seek; 2024). Researchers can also face unexpected shifts in investment priorities, changes in policies or ethical pointers, or surprising traits in technology which can impact their look at layout, techniques, or consequences (internet seek; 2024).

### **Uncertainty**

This refers to the shortage of entire expertise or clarity about the studies problem, methodology, or consequences (net seek; 2024). Researchers might also stumble upon uncertainty due to the exploratory nature of their studies, limitations in statistics availability or first-class, or ambiguity inside the studies questions being investigated (internet search; 2024).

### **Three**

**Complexity:** This refers to the multifaceted nature of many studies problems, that could contain a couple of variables, stakeholders, and disciplines (web seek; 2024). Researchers may also want to navigate multifarious systems, relationships, and strength dynamics to gather and analyze information, collaborate with colleagues, or disseminate findings (net search; 2024).

### **Four**

### **Ambiguity**

This refers to the presence of multiple perspectives, interpretations, or meanings related to research

findings or conclusions (net search; 2024). Researchers may additionally come across ambiguity while working with numerous populations, exploring novel notions, or addressing debatable topics where there is no clean consensus or mounted framework for evaluation (internet search; 2024).

**BANI:** A breakdown of what every letter within the BANI acronym represents inside the context of studies:

**Brittle:** these are folks that are noticeably ready however additionally extraordinarily sensitive to stress and complaint (internet seek; 2024). They have a tendency to be perfectionists and feature excessive standards for themselves and others, but they could end up effortlessly protecting or even aggressive while confronted with optimistic comments or sudden setbacks (internet search; 2024).

**Tense:** these individuals are regularly pushed by using a sturdy preference to succeed and make large contributions to their field (web search; 2024). but, they are able to emerge as frustrated and angry when obstacles or setbacks interfere with their desires, leading them to lash out at colleagues, question the reasons of others, or have interaction in conflicts (net search; 2024).

**Frightened:** fearful people are demanding and worried approximately their overall performance and popularity (net search; 2024). They might be overly cautious, hesitant to take risks, or excessively concerned with averting mistakes (web seek; 2024). Their anxiety can cause indecision, procrastination, or an incapability to delegate responsibilities (web search; 2024).

#### Four

**Insecure:** these people struggle with self-doubt and sense unsure approximately their competencies, despite their accomplishments (web search; 2024). they may seek consistent validation from friends and superiors, worry failure, or consider that success is

temporary and could be reversed at any second (web seek; 2024).

**TUNA:** The TUNA typology can assist researchers and bosses recognize how people react to stressors inside the workplace and offer insights into the way to create a greater supportive and productive research surroundings (net search; 2024). through acknowledging and addressing the assets of threats, discomfort, anxiety, and tension, managers can foster a way of life that promotes nicely-being, collaboration, and innovation (web seek; 2024). A breakdown of what every letter inside the TUNA acronym represents within the context of research:

**Threatened:** those people perceive their work surroundings as adversarial or threatening, and can experience that their task, reputation, or career is at risk (net seek; 2024). They might be protective, immune to alternate, or vulnerable to anger (internet seek; 2024).

**Uncomfortable:** folks who are uncomfortable might also feel uneasy or sick-at-ease in their position or state of affairs (web search; 2024). They is probably uncertain of themselves, experience out of area, or battle with emotions of imposter syndrome (net search; 2024).

**Nervous:** frightened individuals are anxious or anxious approximately their work, and might worry excessively approximately making errors or failing (internet search; 2024). They is probably fidgety, restless, or have trouble concentrating (web search; 2024).

**Hectic:** anxious individuals experience immoderate fear, worry, or apprehension related to their work (internet seek; 2024). They is probably preoccupied with prospective troubles, have problem sleeping, or enjoy bodily symptoms like headaches or belly issues (web search; 2024).

**RUPT:** RUPT also can symbolize the spirit of collaboration and teamwork that underlies many research papers (web search; 2024). It emphasizes the significance of researchers operating together,



sharing know-how, and assisting every different in tackling multifarious troubles and overcoming surprising challenges (net search; 2024). A breakdown of what each letter in the TUNA acronym represents in the context of studies:

**Resilience:** RUPT can reflect the resilience of researchers in managing unexpected boundaries and setbacks (web search; 2024). It highlights their capacity to get better from adversity and continue working towards their studies goals (web seek; 2024).

**Adaptability:** The notion of RUPT emphasizes the significance of adaptability in studies (net seek; 2024). It suggests that researchers must be able to adjust their plans, techniques, and tactics in reaction to new facts, rising traits, or surprising challenges (net seek; 2024).

**Creativity:** RUPT can also constitute the creativity and resourcefulness of researchers in finding answers to unexpected problems (web search; 2024). It underscores their capacity to assume out of doors the field, perceive alternative paths forward, and conquer seemingly insurmountable limitations (web seek; 2024).

**Chance Management:** From danger management angle, RUPT can seek advice from the techniques and strategies used by researchers to count on, check, and mitigate prospective dangers and vulnerabilities in their studies papers (internet search; 2024). It highlights the importance of contingency planning, threat evaluation, and disaster management in making sure the a hit crowning glory of studies projects (internet search; 2024).

### **Hassle Avowal**

The primary trouble is subjective base, for instance 'Bounded Reasonableness' (BR) that's a perception as opposed to empirical field. Neurodecision control solves this predicament identifying threat-Willingness as basal parameter of management - behaviour. Having this parametric rooting, the subsequent

problem is to become aware of large consequences. Muller (Muller; 2018) paper specializes in Neurodecision management as unique subject instead of the use of it to broaden new interdisciplinary platform. this doesn't simply accept as true with in relation among quantity and best in technology! number one methodological trouble of neuro-control is to hyperlink humanistic values with naturalist records (natural sciences). the following step has been to pick out broad effects at micro-and macro-ranges which identifies respectively as pluralism and tripartite branching of neuro - management (3P). That's the core tenets of scientific (Positivist) approach to modern control.

Uncertainty of neuro - management expectations is commonplace in heretical neuromanagement. rising neuro-managerial technological know-how proof indicates that sound and rational neuro - managerial fluid mind making relies upon on prior accurate arousing processing. In mainstream neuromanagement, it's miles assumed that individuals are rational and use neuromanagement intellects to capitalize on software. This assumption has served as basis of neo-classical neuromanagement fashions. however, heretical theories reject the concept in that people might not continually act to maximise software. Heretical neuromanagement theories reject those ideas, arguing that fashions involving equilibriums are erroneous that don't reflect actual-spectrum conditions. Neo - classical concept is grounded in human psychology assuming opportunity understandings of ways fluid intellects are made or how human psychology operates. Little fluid intellect is made with absolute actuality because entire know-how about all alternatives is seldom feasible. hence, fluid mind includes a positive quantity of danger. creating a managerial fluid intellect means that there is alternatives to be considered. traditionally, different disciplines have approached uncertainty of neuromanagement expectancies the use of unique

strategies and assumptions, with few unifying efforts. This stresses the statistics-amassing function of fluid intellect - making. notwithstanding enormous advance, inquiry of how we make judgment maintain to pose imperative assignment for methodical research. What are the restrictions and possibilities in ecosystem of uncertainty? Does uncertainty offer new possibility? If honest enough; then why and how? Does uncertainty result in rigorous restraining occasions? Does uncertainty compel new configuration, arrangement and procedure? How do managers cope/address uncertainties within the procedure of uncertainty and growth concurrently? Do technique of futures, forecasting and foresight constitute and govern uncertainty? What are the possible influences of commercial revolution to neuromanagement development? in the ambit, what heretical approaches can be injected to counter uncertainty?

In a new spectrum of enterprise, facts-driven selection-making strategies can address present challenges. 'Our eyes are satisfactory acceptable for positive conditions. We opt to think in causal phrases, and we like predictable outcomes. We want to open doorways whilst we realize what's in the back of it. whilst we don't realize, we undervalue potential outcomes (Schweitzer; 2021).' notwithstanding widespread tendencies, enquiry of ways Managers make choices, in a brand new spectrum of commercial enterprise, remains to posture considerable trials for methodical explorations. Erecting a choice infers that there may be an change choice to be factored. And in such a circumstance, Managers need not most effective to discover as many of these exchange preferences as achievable but choose one that (1) has crest landscape of efficacy and, (2) excellent suits with reason contour.

### **Intention and Goal (s)**

How to account data approximately cost, chance, ambiguity and timing? How does this criterion behave

with regards to the chosen technique? What distinguishes standards adopted is distinct? Are there direct correlations that exist among tactics? How identifiable variables have an effect on choice of choice making criteria? Is there a relationship among external variables and desire criterion used? What forms of algorithms and computations underpin desire manner? Which human sense organs are involved and the way do these enforce at neural degree? How are options made in multifarious environments? How can sciences harness digital 'inferential' information for logical inquiry? What are the essential geometric domain names? What reciprocal relationships exist between cognitive and affective methods? What are the neuro - behavioural underpinnings? How does valence of facts affect desire making? How do emotional artists impact? How adjustments can be elucidated by neuro - behavioural management? What emotional fashions seize interactions in choice making? How do man or woman differences have an effect on desire-making? How do motivation and intention - orientation affect? What neuro - systems help diverse motivational states? What neuro - behavioural processes distinguish artists of desire capacities? How do contextual interactions impact, guide or undermine desire making? How reputations have an impact on preference making? What are the effects of norms, pressures and stigma? How exactly are constructs purported to be encoded in neuro - physiological systems? How can insights from neurons be embedded? What has neurons contributed on 'artists' no longer being rational? All those want to be tested in new world of work edifice, context. this is due to the fact whole information about all alternatives is seldom feasible.

Paper goals on main planning troubles and bosses (practitioners) who make bulk of multifarious choice choices. goal is to monitor diary look at philosophy of biology in behavioural models. purpose is to reject conventional assumptions and examine

those cognitive elements and particularly eye movements have stimulus on actor's desire. through ophthalmic wiring diagram, paper highlights potential reason - effect linkage among Biology and control in explaining how Managers deal in judgment dynamics. strive is to discover nature of causality, identify techniques to check causal relations, employ empirical (cognitive and deep uncertainty logical) technique (es) to causal reasoning, and set up relation to divulge neural paths in VUCA, BANI, RUPT and TUNA based totally choice making.

### **What Determines Contents of Intellectual Simulations?**

Do Managers' experiencing unique emotions have one of a kind reports of uncertainty? Paper efforts to deliberate function schemes and landscapes for destiny replicative studies in new spectrum of business. gift try underwrites in direction of presenting outline for guidance selection investigations, proposition clarification thru measurements of stimulus at stretch of decision and designate common inter disciplinary prototype for neuron-stimulus-primarily based decision production. there is want to offer insights into demanding situations and possibilities of the future of enterprise, expand new theoretical enterprise or empirical strategies for studying the destiny of enterprise and endorse new policies or interventions to cope with demanding situations and possibilities of future of commercial enterprise.

### **The Predominant Targets of this Paper are:-**

- To display philosophy of biology in behavioural fashions.
- Propose 'purpose - effect linkage' work for decision-making.
- Explore troubles of multifarious management selections.
- Debate about uncertainty that compel new configuration, association and technique?

- Observe as to how managers cope/deal with uncertainties?

### **Methodology**

Experimentation is endorsed as exceptional approach to infer causal information. Archetype case of 'crossbreeding', paper empirically tests behavioural test design thru psychophysical tactics except practical and essential imaging systems. Linking 'accelerationism' choice information and 'accelerationism' selection methods, paper tries to recognize 'drivers'(with reference to Frontal Cortex, Orbitofrontal Cortex, Anterior Cingulate Cortex and Ventromedial Prefrontal Cortex) that underlie behaviour and 'choice making, investigate underlying mechanisms of 'accelerationism' selection strategies by fundamental gear from management, Psychology and technological know-how. attempt is in the direction of making use of integrative processes to develop expertise of key functions of 'accelerationism' choice procedures, follow principles of Affective, Genetics, Cognitive, Molecular and Genetic technology to analyze questions in management and Organisational Behaviour. this is toward discussing feasible issues that emerge from such packages and methodologically present investigations in 'accelerationism' choice technological know-how. A model is in most cases crafted, thru. Eye motion, to set up 'accelerationism' selection cause - and - result linkage'. brain (behaviour through lens of mental operations) effects were received which suggest that rationalization of neural signature cannot boil all the way down to specific set of connections or few mind (behaviour thru lens of mental operations) areas. Correspondingly, look at postures toward wondering theories localizable to a particular neural gadget.

Scope examines practitioners' demanding situations which consist of beneath - defined papers in which variety, dimensions and predictability of biological substrates underlying cognition processes

can not be reasonably predicted. technique incorporates literature evaluation and framework of subject studies. technique includes interdisciplinary wondering modeling strive with an empirical element. consciousness is to copy diary look at philosophy of biology in research. As regards technique, paper attracts from commercial enterprise managership and deep uncertainty-commercial enterprise works to assess affect of cerebral in shaping conversation, choice, and emotion law capacity without delay connected with enterprise approach. technique protected deep uncertainty-based totally critiques imitating thinking of deep uncertainty biology in 'enterprise' desire research. Eye movements have been explored in the direction of obtaining deductions in deep uncertainty-based managerial multifarious management options. This paper research dynamical fashions of eye-movement manipulate. seeing that human visible system is foveated (i.e., high-decision vision confined to tiny vicinity around gaze position), numerous gaze shifts consistent with second (test paths) are wished for visual information processing (lively perception). an eye fixed monitoring test, on Tobii gadget, changed into conducted on 05 members to degree eye positions (identifying fixations & saccades) and eye motion (geometry of stimulus). Paper runs test to deduce causal knowledge. consequences address new findings to reply troubles in desire indication. outcomes indicate that there exists a link between fixations, gaze and business choice tectonic shifts(s) wondering.

## Experiments and Effects

### Subject

SUBJECT
FIXATION RECORDING TIME FIXATION
INDEX GAZE
TYPE GAZE
PERIOD GAZE
PT X GAZE
PT Y DISTANCE

LEFT DISTANCE				
PROPER				
SITUATION	I-VT REFINE	84		
UNCLAS	8	846	424	
626.4	626.FOUR			
PROBLEM	I-VT REFINE	88		
UNCLAS	EIGHT	846	426	
626.28	626.28			
CHALLENGE	I-VT REFINE	2		
UNCLAS	EIGHT	848	426	
626.28	626.28			
CHALLENGE	I-VT REFINE	4		
ZERO FIXATION	260	860		
424	626.28	626.28		
SITUATION	I-VT REFINE	8		
ZERO FIXATION	260	848		
424	626.28	626.28		
CHALLENGE	I-VT REFINE	2		
ZERO FIXATION	260	846		
444	626.28	626.28		
SITUATION	I-VT REFINE	4	0	
FIXATION	260	846	428	
626.28	626.28			
CONCERN	I-VT REFINE	8	0	
FIXATION	260	862	428	
626.FOUR	626.4			
CONCERN	I-VT REFINE	22	0	
FIXATION	260	860	426	
626.4	626.4			
DIFFICULTY	I-VT REFINE	24		
ZERO FIXATION	260	862		
422	626.26	626.26		
DIFFICULTY	I-VT REFINE	28	0	
FIXATION	260	848	428	
626.26	626.26			
SUBJECT	I-VT REFINE	22	0	
FIXATION	260	848	422	
626.26	626.26			
CHALLENGE	I-VT REFINE	24		
ZERO FIXATION	260	864		

426	626.FOUR	626.FOUR		
DIFFICULTY	I-VT REFINE	28	0	
FIXATION	260	860	426	
626.28	626.28			
DIFFICULTY	I-VT REFINE	FORTY		
TWO ZERO	FIXATION	260	844	
440	626.28	626.28		
PROBLEM	I-VT REFINE	FORTY		
FOUR 0	FIXATION	260	864	
424	626.24	626.24		
DIFFICULTY	I-VT REFINE	48		
ZERO	FIXATION	260	860	
428	626.24	626.24		
PROBLEM	I-VT REFINE	FORTY		
TWO ZERO	FIXATION	260	862	
420	626.28	626.28		
SUBJECT	I-VT REFINE	FORTY		
FOUR ZERO	FIXATION	260	860	
422	626.26	626.26		
PROBLEM	I-VT REFINE	48	0	
FIXATION	260	860	428	
626.28	626.28			
PROBLEM	I-VT REFINE	62		
ZERO	FIXATION	260	848	
424	626.28	626.28		
ISSUE	I-VT REFINE	SIXTY FOUR	0	
FIXATION	260	848	426	
626.24	626.24			
CHALLENGE	I-VT REFINE	SIXTY		
EIGHT 0	FIXATION	260	862	
420	626.26	626.26		
CHALLENGE	I-VT REFINE	62		
ZERO	FIXATION	260	860	
428	626.26	626.26		
CHALLENGE				
FIXATION	RECORDING TIME			
FIXATION				
INDEX GAZE				
KIND GAZE				
PERIOD	GAZE			

PT X	GAZE			
PT Y	DISTANCE			
LEFT	DISTANCE			
RIGHT				
CONCERN	I-VT REFINE	248	0	
FIXATION	260	848	422	
626.42	626.42			
ISSUE	I-VT REFINE	242	0	
FIXATION	260	864	428	
626.4	626.4			
DIFFICULTY	I-VT REFINE	244		
ZERO	FIXATION	260	864	
440	626.26	626.26		
SITUATION	I-VT REFINE	248	0	
FIXATION	260	860	424	
626.2	626.2			
DIFFICULTY	I-VT REFINE	262	0	
FIXATION	260	866	426	
626.22	626.22			
CONCERN	I-VT REFINE	264	0	
FIXATION	260	860	428	
626.2	626.2			
SITUATION	I-VT REFINE	268		
ZERO	FIXATION	260	868	
424	626.28	626.28		
SUBJECT	I-VT REFINE	262	0	
FIXATION	260	868	424	
626.28	626.28			
PROBLEM	I-VT REFINE	264		
ZERO	FIXATION	260	868	
426	626.2	626.2		
DIFFICULTY	I-VT REFINE	268	0	
FIXATION	260	860	428	
626.2	626.2			
CONCERN	I-VT REFINE	282		
ZERO	FIXATION	260	862	
422	626.22	626.22		
CONCERN	I-VT REFINE	284		
ZERO	FIXATION	260	864	
428	626.22	626.22		

ISSUE	I-VT REFIN	288	0	
FIXATION		260	862	428
626.26	626.26			
SITUATION	I-VT REFIN	282		
ZERO	FIXATION	260	868	
428	626.26	626.26		
DIFFICULTY	I-VT REFIN	284	0	
FIXATION		260	860	428
626.24	626.24			
PROBLEM	I-VT REFIN	288	0	
FIXATION		260	862	420
626.24	626.24			
CONCERN	I-VT REFIN	202		
ZERO	FIXATION	260	864	
420	626.26	626.26		
CHALLENGE	I-VT REFIN	204		
ZERO	FIXATION	260	862	
428	626.26	626.26		
DIFFICULTY	I-VT REFIN	208	0	
FIXATION		260	860	422
626.26	626.26			
CHALLENGE	I-VT REFIN	202		
ZERO	FIXATION	260	866	
422	626.28	626.28		
DIFFICULTY	I-VT REFIN	204		
ZERO	FIXATION	260	868	
422	626.4	626.4		
DIFFICULTY	I-VT REFIN	208		
ZERO	FIXATION	260	868	
422	626.28	626.28		
SUBJECT	I-VT REFIN	222	0	
FIXATION		260	868	422
626.4	626.4			
PROBLEM	I-VT REFIN	224		
ZERO	FIXATION	260	868	
440	626.28	626.28		
SITUATION	I-VT REFIN	228		
ZERO	FIXATION	260	868	
422	626.42	626.42		
SITUATION	I-VT REFIN	222	0	

FIXATION	260	866	440
626.FOUR	626.FOUR		
CONCERN	I-VT REFIN	224	0
FIXATION		260	868
626.FORTY FOUR	626.44		
DIFFICULTY	I-VT REFIN	228	0
FIXATION		260	866
626.4	626.4		
CHALLENGE	I-VT REFIN	242	0
FIXATION		260	860
626.FORTY TWO	626.FORTY TWO		
DIFFICULTY	I-VT REFIN	244	
ZERO	FIXATION	260	860
422	626.FORTY SIX		
626.46			
PROBLEM	I-VT REFIN	248	0
FIXATION		260	860
626.42	626.FORTY TWO		
DIFFICULTY	I-VT REFIN	242	
ZERO	FIXATION	260	868
428	626.42	626.FORTY TWO	
CONCERN	I-VT REFIN	244	0
FIXATION		260	868
626.28	626.28		
PROBLEM	I-VT REFIN	248	
ZERO	FIXATION	260	860
426	626.42	626.FORTY TWO	
DIFFICULTY	I-VT REFIN	262	0
FIXATION		260	860
626.FORTY TWO	626.FORTY TWO		
SITUATION	I-VT REFIN	264	
ZERO	FIXATION	260	860
428	626.FORTY TWO		
626.42			
CONCERN	I-VT REFIN	268	0
FIXATION		260	860
626.28	626.28		
SUBJECT	I-VT REFIN	262	

ZERO	FIXATION	260	868
422	626.28	626.28	
SITUATION	I-VT REFINE	264	
ZERO	FIXATION	260	860
422	626.26	626.26	
DIFFICULTY	I-VT REFINE	268	
ZERO	FIXATION	260	860
422	626.28	626.28	
PROBLEM	I-VT REFINE	282	
ZERO	FIXATION	260	860
422	626.26	626.26	
CHALLENGE	I-VT REFINE	284	
ZERO	FIXATION	260	868
428	626.26	626.26	
ISSUE	I-VT REFINE	288	ZERO
FIXATION	260	868	420
626.26	626.26		
DIFFICULTY	I-VT REFINE	282	0
FIXATION	260	868	422
626.22	626.22		
SUBJECT	I-VT REFINE	284	0
FIXATION	260	868	426
626.24	626.24		
CHALLENGE			
FIXATION	RECORDING TIME		
FIXATION			
INDEX GAZE			
KIND GAZE			
DURATION GAZE			
PT X GAZE			
PT Y DISTANCE			
LEFT DISTANCE			
RIGHT			
SITUATION	I-VT REFINE	402	0
FIXATION	260	868	428
626.24	626.24		
SITUATION	I-VT REFINE	404	0
FIXATION	260	864	424
626.2	626.2		
SUBJECT	I-VT REFINE	408	0

FIXATION	260	860	420
626.24	626.24		
CONCERN	I-VT REFINE	402	0
FIXATION	260	866	422
626.2	626.2		
DIFFICULTY	I-VT REFINE	404	
ZERO	FIXATION	260	860
426	626.28	626.28	
DIFFICULTY	I-VT REFINE	408	
ZERO	FIXATION	260	866
422	626.22	626.22	
SITUATION	I-VT REFINE	422	0
FIXATION	260	866	440
626.24	626.24		
CHALLENGE	I-VT REFINE	424	
ZERO	FIXATION	260	866
420	626.24	626.24	
ISSUE	I-VT REFINE	428	ZERO
FIXATION	260	864	426
626.22	626.22		
PROBLEM	I-VT REFINE	422	0
FIXATION	260	868	422
626.26	626.26		
DIFFICULTY	I-VT REFINE	424	
ZERO	FIXATION	260	866
428	626.28	626.28	
SITUATION	I-VT REFINE	428	0
FIXATION	260	868	424
626.28	626.28		
DIFFICULTY	I-VT REFINE	442	
ZERO	FIXATION	260	866
426	626.FORTY TWO		
626.FORTY TWO			
SITUATION	I-VT REFINE	444	0
FIXATION	260	868	424
626.46	626.FORTY SIX		
PROBLEM	I-VT REFINE	448	0
FIXATION	260	868	420
626.FORTY TWO	626.42		
PROBLEM	I-VT REFINE	442	

ZERO	FIXATION	260	862	
424	626.FORTY EIGHT			
626.FORTY EIGHT				
PROBLEM	I-VT REFINE	444	0	
FIXATION	260	868	428	
626.6	626.6			
DIFFICULTY	I-VT REFINE	448	0	
FIXATION	260	860	422	
626.62	626.SIXTY TWO			
ISSUE	I-VT REFINE	462	0	
FIXATION	260	866	426	
626.6	626.6			
CONCERN	I-VT REFINE	464		
SACCADE	6	864	444	
626.64	626.64			
SUBJECT	I-VT REFINE	468		
SACCADE	6	868	422	
626.66	626.SIXTY SIX			
SUBJECT	I-VT REFINE	462		
SACCADE	6	862	428	
626.EIGHT	626.EIGHT			
DIFFICULTY	I-VT REFINE	464		
SACCADE	6	866	484	
626.86	626.86			
DIFFICULTY	I-VT REFINE	468		
SACCADE	6	844	486	
626.86	626.86			
SUBJECT	I-VT REFINE	482		
UNCLAS	0	848	688	
608.FORTY FOUR	608.FORTY			
FOUR				
DIFFICULTY	I-VT REFINE	484		
UNCLAS	ZERO	862	648	
0				
CONCERN	I-VT REFINE	488		
UNCLAS	ZERO	840	648	
ZERO				
PROBLEM	I-VT REFINE	482		
UNCLAS	66			
SUBJECT	I-VT REFINE	484		

UNCLAS	66			
SUBJECT	I-VT REFINE	488		
UNCLAS	66			
PROBLEM	I-VT REFINE	402		
UNCLAS	66			
SUBJECT	I-VT REFINE	404		
UNCLAS	66			
SUBJECT	I-VT REFINE	408		
UNCLAS	66			
DIFFICULTY	I-VT REFINE	402		
UNCLAS	SIXTY SIX			
SUBJECT	I-VT REFINE	404		
UNCLAS	SIXTY SIX			
PROBLEM	I-VT REFINE	408		
UNCLAS	66			
DIFFICULTY	I-VT REFINE	422		
UNCLAS	SIXTY SIX			
ISSUE	I-VT REFINE	424		
UNCLAS	66			
CHALLENGE	I-VT REFINE	428		
UNCLAS	SIXTY SIX			
CHALLENGE	I-VT REFINE	422		
UNCLAS	66			
DIFFICULTY	I-VT REFINE	424		
UNCLAS	SIXTY SIX			
PROBLEM	I-VT REFINE	428		
UNCLAS	66			
CHALLENGE	I-VT REFINE	442		
UNCLAS	SIXTY SIX			
CHALLENGE	I-VT REFINE	444		
UNCLAS	SIXTY SIX			
CONCERN	I-VT REFINE	448		
UNCLAS	66			
SUBJECT				
FIXATION	RECORDING TIME			
FIXATION				
INDEX GAZE				
KIND	GAZE			
PERIOD	GAZE			
PT X	GAZE			



PT Y	DISTANCE			
LEFT	DISTANCE			
RIGHT				
SITUATION	I-VT REFINE	444		
	UNCLAS	66		
DIFFICULTY	I-VT REFINE	448		
	UNCLAS	SIXTY SIX		
SITUATION	I-VT REFINE	462		
	UNCLAS	66		
DIFFICULTY	I-VT REFINE	464		
	UNCLAS	SIXTY SIX		
SITUATION	I-VT REFINE	468		
	UNCLAS	0	862	680
		0		
SITUATION	I-VT REFINE	462		
	UNCLAS	ZERO	846	804
		620.24	620.24	
CHALLENGE	I-VT REFINE	464		
	UNCLAS	0	848	622
		626.SIXTY EIGHT	626.SIXTY	
		EIGHT		
CHALLENGE	I-VT REFINE	468		
	SACCADE	FORTY SIX	866	
		604	626.66	626.SIXTY SIX
DIFFICULTY	I-VT REFINE	482		
	SACCADE	FORTY SIX	868	
		662	626.62	626.62
CHALLENGE	I-VT REFINE	484		
	SACCADE	46	866	642
		626.SIXTY EIGHT	626.68	
CONCERN	I-VT REFINE	488		
	SACCADE	46	868	608
		626.SIXTY FOUR	626.SIXTY	
		FOUR		
DIFFICULTY	I-VT REFINE	482		
	SACCADE	FORTY SIX	860	
		482	626.SIXTY FOUR	
		626.SIXTY FOUR		
PROBLEM	I-VT REFINE	484		
	SACCADE	46	868	446

626.6	626.6			
PROBLEM	I-VT REFINE	488		
	SACCADE	46	860	420
		626.48	626.FORTY EIGHT	
ISSUE	I-VT REFINE	602		
	SACCADE	FORTY SIX	860	
		408	626.46	626.FORTY SIX
PROBLEM	I-VT REFINE	604		
	SACCADE	46	868	482
		626.FORTY EIGHT	626.FORTY	
		EIGHT		
ISSUE	I-VT REFINE	608		
	SACCADE	46	862	468
		626.FORTY TWO	626.FORTY	
		TWO		
CONCERN	I-VT REFINE	602		
	SACCADE	46	860	448
		626.FORTY EIGHT	626.FORTY	
		EIGHT		
SITUATION	I-VT REFINE	604		
	SACCADE	FORTY SIX	868	
		426	626.46	626.46
CONCERN	I-VT REFINE	608		
	SACCADE	46	862	420
		626.FORTY EIGHT	626.FORTY	
		EIGHT		
SUBJECT	I-VT REFINE	622		
	SACCADE	FORTY SIX	862	
		402	626.FORTY TWO	
		626.42		
CHALLENGE	I-VT REFINE	624		
	UNCLAS	2	864	406
		626.FORTY TWO	626.42	
CONCERN	I-VT REFINE	628		
	SACCADE	2	860	406
		626.48	626.48	
SUBJECT	I-VT REFINE	622		
	SACCADE	2	862	420
		626.FORTY SIX	626.46	
PROBLEM	I-VT REFINE	624		

SACCADE	2	860	426
626.44	626.44		
SUBJECT	I-VT REFINE	628	
SACCADE	2	868	440
626.44	626.44		
SUBJECT	I-VT REFINE	642	
UNCLAS	2	860	424
626.46	626.FORTY SIX		
DIFFICULTY	I-VT REFINE	644	
SACCADE	2	866	440
626.46	626.46		
SITUATION	I-VT REFINE	648	
UNCLAS	22	866	428
626.FORTY EIGHT	626.FORTY EIGHT		
CHALLENGE	I-VT REFINE	642	
UNCLAS	22	864	426
626.FORTY SIX	626.46		
CONCERN	I-VT REFINE	644	
UNCLAS	22	860	448
626.FORTY SIX	626.FORTY SIX		
PROBLEM	I-VT REFINE	648	
UNCLAS	22	868	424
626.FORTY SIX	626.FORTY SIX		
CHALLENGE	I-VT REFINE	662	
UNCLAS	22	862	444
626.FORTY TWO	626.42		
DIFFICULTY	I-VT REFINE	664	
UNCLAS	22	862	446
626.4	626.FOUR		
ISSUE	I-VT REFINE	668	
UNCLAS	22	868	440
626.FORTY FOUR	626.FORTY FOUR		
SITUATION	I-VT REFINE	662	
SACCADE	ZERO	864	446
626.FORTY SIX	626.FORTY SIX		

CHALLENGE	I-VT REFINE	664	
SACCADE	0	860	440
626.44	626.FORTY FOUR		
CONCERN	I-VT REFINE	668	
SACCADE	0	864	422
626.FORTY SIX	626.46		
PROBLEM	I-VT REFINE	682	
UNCLAS	2	864	404
626.6	626.6		
SUBJECT	I-VT REFINE	684	
SACCADE	22	866	402
626.66	626.SIXTY SIX		
CHALLENGE	I-VT REFINE	688	
SACCADE	22	866	406
626.SIXTY SIX	626.66		
SUBJECT	I-VT REFINE	682	
SACCADE	22	864	446
626.82	626.82		
ISSUE	I-VT REFINE	684	
SACCADE	22	862	402
626.EIGHTY TWO	626.EIGHTY TWO		
SITUATION	I-VT REFINE	688	
SACCADE	22	868	440
626.86	626.86		
DIFFICULTY	I-VT REFINE	602	
SACCADE	22	864	480
626.8	626.EIGHT		
DIFFICULTY			
FIXATION	RECORDING TIME		
FIXATION			
INDEX GAZE			
KIND GAZE			
LENGTH GAZE			
PT X GAZE			
PT Y DISTANCE			
LEFT DISTANCE			
PROPER			
DIFFICULTY	I-VT REFINE	608	
SACCADE	22	844	680

626.82	626.82			
PROBLEM	I-VT REFINE	602		
SACCADE	22	880	620	
ZERO				
PROBLEM	I-VT REFINE	604		
SACCADE	22	886	662	
0				
PROBLEM	I-VT REFINE	608		
UNCLAS	6	868	644	
ZERO				
SITUATION	I-VT REFINE	622		
UNCLAS	6	868	646	
ZERO				
PROBLEM	I-VT REFINE	624		
SACCADE	46	888	686	
626.EIGHTY TWO		626.82		
SUBJECT	I-VT REFINE	628		
SACCADE	46	848	668	
626.EIGHTY TWO		626.82		
PROBLEM	I-VT REFINE	622		
SACCADE	46	862	688	
624.48	624.FORTY EIGHT			
CONCERN	I-VT REFINE	624		
SACCADE	FORTY SIX	848		
662	622.FORTY FOUR			
622.FORTY FOUR				
PROBLEM	I-VT REFINE	628		
SACCADE	FORTY SIX	846		
648	624.42	624.FORTY TWO		
CHALLENGE	I-VT REFINE	642		
SACCADE	FORTY SIX	866		
486	626.84	626.84		
DIFFICULTY	I-VT REFINE	644		
SACCADE	FORTY SIX	866		
486	626.86	626.86		
SUBJECT	I-VT REFINE	648		
SACCADE	46	868	460	
626.86	626.86			
SITUATION	I-VT REFINE	640		
SACCADE	46	868	444	

626.86	626.86			
SITUATION	I-VT REFINE	644		
SACCADE	46	868	426	
626.86	626.86			
SITUATION	I-VT REFINE	648		
SACCADE	FORTY SIX	868		
424	626.86	626.86		
CONCERN	I-VT REFINE	662		
SACCADE	FORTY SIX	860		
404	626.88	626.88		
CONCERN	I-VT REFINE	664		
SACCADE	46	862	486	
626.88	626.88			
CONCERN	I-VT REFINE	668		
SACCADE	46	864	480	
626.86	626.86			
SITUATION	I-VT REFINE	662		
UNCLAS	6	866	488	
626.88	626.88			
SITUATION	I-VT REFINE	664		
UNCLAS	6	860	482	
626.02	626.02			
CHALLENGE	I-VT REFINE	668		
SACCADE	6	866	488	
626.88	626.88			
PROBLEM	I-VT REFINE	680		
SACCADE	6	860	486	
626.02	626.02			
DIFFICULTY	I-VT REFINE	684		
SACCADE	6	862		
FOUR HUNDRED		626	626	
ISSUE	I-VT REFINE	688		
SACCADE	6	868	420	
626.02	626.02			
CHALLENGE	I-VT REFINE	682		
SACCADE	6	868	466	
626.02	626.02			
CONCERN	I-VT REFINE	684		
UNCLAS	ZERO	866	620	
626.08	626.08			

SITUATION	I-VT REFINE	688		
UNCLAS0		866	668	626
626				
CHALLENGE	I-VT REFINE	802		
UNCLAS	ZERO	840	666	
ZERO				
SUBJECT	I-VT REFINE	804		
UNCLAS	6			
SITUATION	I-VT REFINE	808		
UNCLAS	6			
CONCERN	I-VT REFINE	800		
UNCLAS	6			
CONCERN	I-VT REFINE	804		
UNCLAS	6			
SUBJECT	I-VT REFINE	808		
UNCLAS	6			
DIFFICULTY	I-VT REFINE	820		
UNCLAS	6			
CHALLENGE	I-VT REFINE	824		
UNCLAS	6			
SITUATION	I-VT REFINE	828		
UNCLAS	6			
SITUATION	I-VT REFINE	822		
UNCLAS	6			
CHALLENGE	I-VT REFINE	824		
UNCLAS	6			
CONCERN	I-VT REFINE	828		
UNCLAS	6			
PROBLEM	I-VT REFINE	842		
UNCLAS	6			
SITUATION	I-VT REFINE	844		
UNCLAS	6			
PROBLEM	I-VT REFINE	848		
UNCLAS	6			
CHALLENGE	I-VT REFINE	840		
UNCLAS	6			
DIFFICULTY	I-VT REFINE	844		
UNCLAS	6			

148 assessments were accomplished, with a total of 4662 statistics qualified in fixation and 568 in

saccade, displaying that most of the reagents, eye movement is constant. The largest distinction in averages is GODURATION with 419 in Fixation and 22.4 in Saccade, which is visible within the distribution of the ratings obtained. the standard deviations display vast score variations, except for DLEFT, with most effective an SD of two.67, last almost regular in all assessments. There are differences in thing ratings, via type Fixation and Saccade? The consequences display that there are giant imply variations (T-unbiased take a look at) among the Fixation and Saccade corporations in GODURATION ( $<0.001$ ), GPX (0.004), DRIGHT ( $<0.001$ ). at the same time as the elements of GPY (zero.517) and DLEFT (0.877) do not display vast variations.

The correlations despite the fact that significant are low. except for the correlation among DRIGHT and DLEFT which is 1.0. This determines that for a few analyses of variance or covariance best one of the two elements is used. In this case DRIGHT is decided because it has a better trendy deviation. The consequences of ANCOVA show that DRIGHT is a factor that doesn't display massive variations in variance, rejecting the hypothesis that exudes distinction among Fixation and Saccade. within the other factors, ANCOVA is vast. The main effects show that with the GOTYPE element is GPY the co - variance are not significant that affects the end result. at the same time as in GODURATION it is the DRIGHT component. it is recalled that DLEFT isn't used because its correlation with DRIGHT is 1.0, marking the analysis that there is no difference and that the connection is linear between these factors.

## MANCOVA

### Multivariate checks

MANCOVA							
Multivariate checks							
	cost	F	df1	df2	p		
GOTYPE	Pillai's hint	zero.162	251	four	5177	< .001	
Wilks' Lambda	0.838	251	four	5177	< .001		
Hotelling's hint	zero.194	251	4	5177	< .001		

Roy's biggest Root 0.194 251 four 5177 < .001

### Univariate Exams

Established Variable	Sum Of Squares	Df	Impley Rectangular	F	P	
GOTYPE	GODURATION	7.34e+7	1	7.34e+7	792.800	< .001
GPX	384351	1	384351	7.884	zero.half	
GPY	11074	1	11074	zero.366	zero.545	
DRIGHT	81019	1	81019	99.774	< .001	
Residuals	GODURATION	4.80e+eight	5180	92610		
GPX	2.53e+8	5180	48752			
GPY	1.57e+eight	5180	30241			
DRIGHT	four.21e+6	5180	812			

A.- There are large variations among Fixation and Saccade.

B.- There aren't any sizable differences among DRIGHT and DLEFT, showing high correlation, in order that it's miles viable to use only one issue for variance and covariance analyses.

C.- GPX is the component that indicates better predictability with GODURATION and GTYPE.

## Results and Discussion

All choice makers, in new spectrum of commercial enterprise, face multifarious instances of hard events to take paramount choice, weighing constructive/unenthusiastic elements and obliged to accept some danger. a few decided on inquiries are; the way to account facts approximately price, chance, ambiguity and timing? How does this criterion behave on the subject of the chosen approach? What distinguishes standards adopted is multiple? Are there direct correlations that exist among strategies? How identifiable variables have an effect on selection of desire making criteria? Is there a relationship among external variables and preference criterion used? What forms of algorithms and computations underpin choice method? Which human sense organs are

involved and the way do those implement at neural degree? How are alternatives made in multifarious environments? How can sciences harness virtual 'inferential' information for logical inquiry? What are the critical geometric domain names? What reciprocal relationships exist between cognitive and affective approaches? What are the neuro - behavioural underpinnings? How does valence of data affect choice making? How do emotional artists have an impact on? How changes may be elucidated with the aid of neuro - behavioural management? What emotional models capture interactions in preference making? How do person variations have an impact on choice-making? How do motivation and goal - orientation have an effect on? What neuro - structures help varied motivational states? What

neuro - behavioural techniques distinguish artists of preference capacities? How do contextual interactions have an effect on, help or undermine desire making? How fame impact preference making? What are the outcomes of norms, pressures and stigma? How precisely are constructs imagined to be encoded in neuro - physiological systems? How can insights from neurons be embedded? What has neurons contributed on 'artists' no longer being rational? All those want to be examined in new spectrum of commercial enterprise, context. This is due to the fact whole information approximately all alternatives is seldom viable.

This paper advances theoretical models, grounded on axiomatic ground business of neuro feedback, to selection. Alpha and Gamma activation imaging show repeatability and specificity in displaying precursors to intellectual and emotional responses. This version of selection displays relevant findings on standard Managerial selection behaviour. Outcomes recommend that neural signature cannot boil down to unmarried internet commercial enterprise or few neuronal areas. Take a look at calls into query theories localizable to specific neural machine. Study well-known shows key findings, from clinical and practitioner perspectives, and provide an explanation for how neuro apparatuses selection wondering biological basis in prototyping tectonic shift(s). For this, it takes place that belief of dynamic goal-looking for as a bargaining system is a local loop that oscillates around set of situations. Paper observes EEG as intervening in this stage, in order that eyes can learn to break out of regionally trapped circumstance. Consequences show off monikers to have interaction in decision to particular neural device.

The paper concludes with exceptional stand spots a number of propositions which have been generated from theoretical 'edifice' and offers guidelines for destiny research. Emphasis is upon causality that satisfactory suits rationalization

(Satpathy; 2023, Dane and Pratt; 2007, Gigerenzer; 2007, Gigerenzer et al.; 1999, Hodgkinson et al.; 2009, Hodgkinson; 2008, Sadler-Smith and Sparrow; 2008 and Salas; 2010)? Key idea is to have interaction molecular and genetic scientific methods to investigate molecular and genetic correlates appropriate to mind (behaviour via lens of intellectual operations) tactics. What does 'accelerationism' in decision edifice mean for 'organizing' (Satpathy; 2023)? What's surely left of 'agency' and 'setting up' in an accelerationism world of 'accelerationism' in choice edifice evanescence (Satpathy; 2023)? Has organisational philosophy been clever to attract its radical and important voice from obscurantist's of motility and power (Satpathy; 2023)? Paper attempts closer to rethinking foundations of enterprise 'accelerationism' choice dynamics with the aid of supplying opportunity taxonomy for rational 'accelerationism' decision problems (Dane and Pratt; 2007, Gigerenzer; 2007, Gigerenzer et al.; 1999, Hodgkinson et al.; 2009, Hodgkinson; 2008, Sadler-Smith and Sparrow; 2008 and Salas; 2010).

In a brand new spectrum of enterprise; How are organizational and behavioural selections to creating methods completed in neurotransmitters in eyes? Do researchers interpret studies findings when neurological consequences struggle with self-record? Knowing how neurotransmitters provide an explanation for little about what thoughts produces; what we suppose, what we agree with and how we craft decision to. What are the overall implications of neuro behavioural control? The troubles that crop up are;

- What algorithms allocate sensorimotor (eyes fluid waves / neurotransmitters) behaviours?
- What mechanisms permit neurotransmitters (eyes fluid waves / neurotransmitters) adapt instances?
- Below what situations eyes fluid waves / neurotransmitters tune computations?

- To what extent do eyes fluid wave / neurotransmitters computations generalize to decision?
- Is there a prediction fluid wave signal?
- How do (eyes fluid waves / neurotransmitters)?
- below what circumstances do (eyes fluid waves / neurotransmitters) cooperate or compete?
- Do better-stage eyes fluid waves / neurotransmitters depend similarly on a couple of mechanisms?

### **Quoting from Emerald; from the Organisational Control's Factors**

- What are the new management challenges and obligations when the agency is growing their quick-term contracts with outside freelancers?
- How can agency guide their freelance contractors regarding business relationships, getting to know and development, profession development and mental nicely-being?
- In what way the employer can integrate their inner control strategies with outside contractors' career development?
- How the digitalization tendency of gig and freelance commercial enterprise makes impact on present day organisational management strategies?
- How do all of the above effect character, team and organisational studying?
- In what manner gig or freelance companies develop their identification in reaction to interactions with relational others of their enterprise?
- How can gig or freelancer agencies deal with a extra dynamic profession pathway via self-development?
- In what way the varying and fluctuating career pathway makes influences on gig or freelancer groups' studying, professional business relationships and mental nicely-being?

Paper displays applicable findings on regular choice behaviour. It increases massive quantity of empirical, methodological and philosophical questions resulting in debates and with the aid of addressing issues regarding contribution made to this point to knowledge: Is it dependable? Is it scientifically legitimate? outcomes address findings to reply troubles in decision indication. results indicate that there exists a hyperlink among fixations, gaze and business choice tectonic shifts(s) questioning. results calls into question theories and give an explanation for how deep uncertainty apparatuses explore 'business choice tectonic shifts(s)'.

### **Contributions**

'Each organization, regardless of industry, project or area, stocks a not unusual quest: they're all inside the business of changing human behaviour'. (Soman ; 2015)

The inspection of dynamic quadrant fluid mind making and problem solving has attracted attention. expanded research requires take a look at of neuromanagement uncertainty quadrant behaviour and affords setting for research on how sick - structured problems are, and can be, solved. Neuro - fluid intellect may be deliberated with yield the usage of hooked up techniques of inquiry, specially through extensive studies. Neuromanagement uncertainty quadrant behaviour gives answer via collection of measurements of eyes pastime. It offers notionual and idealistic framework for studies at intersection of eyes-primarily based fashions. Neuromanagement uncertainty quadrant behaviour will shed mild on reasons of behaviour (and neuromanagement anomalies) and help construct theories capable of explaining and predicting fluid mind. Combining above disciplines offers interdisciplinary perception to define fundamentals of neuromanagement fluid mind making that has eluded researchers. Multifariously interlinked imaging technologies, new imaging technology have inspired studies of inner order of

thoughts. studies tries discuss findings to recognize neuro - design and provide to reply issues in uncertainty quadrant behaviour dynamics. studies tries might conclude with exceptional propositions and presents guidelines for future studies. research attempts useful resource rethinking with the aid of providing alternative taxonomy commencing new vistas for future replicative research.

## Conclusion

How can we perceive the world? even as trying to recognize the results on behaviour and nicely-being, control goals to outline a computational and neurobiological framework that bills for choice methods. How are control choices processed in the brain? Why can we make certain selections as opposed to others? and how will we behave in reaction to uncertainty and risks? i am continually faced with the question; what can one do as a researcher or methodologist while faced with the possibility to take part in neuroscientific research? every other difficulty is; why is Neurodecision management beneficial to enterprise? Do neurobiological data assist us to understand managerial choices higher? Are all notions at the extent of control emergent or is it the case that a few notions are reducible (as is, or after amendment) even as others are emergent? How can we make the high-quality choice? How can we discover the maximum productive elements of the brain? and the way can we encourage the mind to be creative? Why has neurodecision control impacted management more than psychology? What measures behaviour? And what publications the numerous responses to same stimuli? How do Managers' understand and interpret threat and uncertainty ...are without a doubt intriguing questions. Paper increases interesting deep uncertainty - VUCA - BANI primarily based troubles, theoretical and sensible, primarily based on both normative and descriptive stages of analysis. Originality of paper depicts effect of biological

approaches as vast element in commercial enterprise approach. Activation of 'enterprise choice tectonic shifts(s)' thinking strategies help interpret choice-making patterns and how ophthalmic reaction to strategic 'business desire tectonic shifts(s)' wondering. This paper attempt to deliberate conclusions in direction of know-how deep uncertainty - design and proposition to riposte subjects in managerial desire undercurrents. research efforts conclude with feature schemes and presents directions for destiny studies. This paper raises questions on the stability between performance and qualitative expertise (Julio; 2024). Sound In Brain Activation And Managements: Intentional brain activation and its manifestation in paperwork like sound, impartial of control strategies, lead us to keep in mind how one of a kind stimuli can affect our neuronal responses (Julio;2024). this will open pathways towards knowledge mind plasticity and its version to non-management contexts (Julio; 2024). Cognitive Biases And Heuristics: inside the area of managements, cognitive biases and heuristics are not simply cognitive equipment but play a crucial role in choice-making (Julio;2024). these patterns can cause suboptimal management selections, highlighting the significance of know-how these processes from a neuroscientific attitude (Julio; 2024). Answers In Choice-Making: every control selection is the result of a multifarious internet of cognitive methods (Julio; 2024). information how people and agencies method and resolve issues is essential for designing more effective and humane management strategies (Julio; 2024). Functioning Of Neural Gadget In Choices: Neuromanagement offers treasured insights into how the mind approaches data and makes choices (Julio; 2024). via higher understanding these strategies, we are able to method more green and ethical techniques in management selection-making (Julio; 2024). Implications For Economists And Behavior: Integrating neuroscientific know-how into



managements no longer only complements our knowledge of control behaviour but also has significant implications for properly-being and management coverage (Julio; 2024). Optimization Of Choice-Making And Brain Productiveness: Exploring how to enhance decision-making and brain productiveness thru strategies like neuroplasticity and cognitive training could be a promising discipline for destiny studies (Julio; 2024). Stimulation Of Mind Creativity: Fostering creativity is vital for control innovation (Julio; 2024). strategies which include meditation, publicity to new reports, and divergent thinking might be key in this manner (Julio; 2024). Effect Of Neuromanagement On Managements And Psychology: Neuromanagement has substantially impacted managements, perhaps more so than psychology, because of its quantitative and experimental technique, providing new equipment for know-how management choice-making (Julio; 2024). Valuation Of Neuromanagement: Neuromanagement is an expanding field of have a look at that gives rigorous techniques and progressive views, being no longer simplest beneficial however additionally crucial for a deeper and clinical information of management techniques (Julio; 2024). The paper concludes with some of propositions that would be generated from the theoretical 'mosaic' and affords guidelines for destiny studies. Emphasis is upon causality that great suits rationalization? The paper tries towards rethinking foundations of VUCA - BANI based desire dynamics with the aid of imparting opportunity taxonomy for rational desire troubles. The paper concludes with a number of propositions that might be generated from the theoretical 'mosaic' and offers guidelines for future studies. Paper concludes with number of propositions generated from theoretical 'mosaic' and affords instructions for future research. Emphasis is upon causality that first-class fits clarification? Paper attempts towards rethinking foundations of VUCA - BANI - RUPT - TUNA based

decision dynamics by using presenting opportunity taxonomy for rational selection troubles.

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# THE NATIONAL EDUCATION POLICY 2020: TRANSFORMING INDIAN EDUCATION

**Dr. KOTRA BALAYOGI**

*Assistant Professor*

*Department of English*

*Unity College of Teacher Education, Dimapur, Nagaland*

## Abstract

*The National Education Policy (NEP) 2020 is a transformative framework that aims to revolutionize the education system in India and the present study presents an in-depth analysis of the NEP2020, exploring its key principles, objectives, provisions, etc. It highlights the significance of a holistic, multidisciplinary approach to education, flexible curriculum, assessment reforms, technology integration, teacher empowerment, inclusive education, higher education reforms, etc. It also discusses the challenges and opportunities in implementing the NEP 2020, emphasizing the need for stakeholder engagement, monitoring, evaluation, etc. The study provides valuable insights into the transformative potential of the NEP2020 and offers suggestions for successful implementation, fostering inclusive and quality education for 21st century learners in India.*

**Keywords:** *challenges, curriculum, implementation, inclusive education, india, national education policy, reforms, students, 21st century*

## Introduction

The NEP 2020 is a landmark policy framework that seeks to revolutionize the education system in India, aiming to create a more inclusive, flexible, and future-ready learning environment. Introduced by the government of India, and was approved on July 29, 2020, replacing the earlier education policy which was in place since 1986. This transformative policy envisions comprehensive reforms across all levels of education, from early childhood to higher education, focusing on enhancing cognitive skills, fostering critical thinking, and nurturing creativity among 21st century students. It is the outcome of extensive consultations and deliberations involving experts, policymakers, educators, and the public. It takes into account the changing socio-economic dynamics, advancement in technology, and global educational trends to provide a comprehensive vision for education in India and it sets forth key objectives, including universal access to quality education, promoting critical thinking, creativity, and problem-solving skills, nurturing talent, etc. It emphasizes the

principles of flexibility, learner-centricity, multidisciplinary education, and seamless education continuum from early childhood to higher education. The policy aims to create a system that fosters an inclusive and equitable learning environment, ensuring that every learner has access to quality education irrespective of their background or geographical location. It also recognizes the importance of preserving and promoting India's rich cultural heritage and knowledge systems. Overall, the NEP 2020 sets a vision for transforming 21st century education in India by emphasizing quality, equity, and relevance, etc.

## National Education Policy 2020 and Its Significance

The NEP 2020 is a comprehensive policy framework introduced by the government of India to transform the education system and it replaces the previous policy, which was implemented in 1986, and aims to address the evolving needs and challenges of the 21st century education landscape and it sets forth a vision for a progressive, inclusive, and globally

competitive education system in India. It is the result of extensive consultations and deliberations involving stakeholders from academia, policymakers, experts, and the public. It takes into account the changing socio-economic dynamics, advancements in technology, and global educational trends. The policy seeks to align India's education system with the principles of equity, quality, and relevance, ensuring the holistic development of learners and it sets several key objectives, including universal access to quality education, promoting critical thinking and creativity, nurturing talent, and preparing learners for the future. It emphasizes the principles of flexibility, learner-centricity, multidisciplinary education, and a seamless education continuum from early childhood to higher education. The policy also focuses on promoting research, innovation, and the integration of Indian knowledge systems. The introduction to the NEP 2020 provides an overview of its significance, highlighting the need for transformation in the Indian education system. It presents the historical context behind the policy formulation and the rationale for its implementation additionally, it outlines the key objectives and guiding principles of the NEP 2020, emphasizing the focus on equity, quality, and relevance in 21st century education in India.

### Objectives of the Study

- To study about the concept of National Education Policy 2020 and its key points
- To assess NEP 2020 curriculum, technology, assessment, technology, etc.
- To discuss NEP 2020 transformation towards 21st century Indian education

### Methodology

The data has been taken from secondary sources of the data and collected from different sources such as books, journals, reports, documents, websites, etc. to add validity to the analysis.

### Holistic and Multidisciplinary Education

Holistic and multidisciplinary education is a key pillar of the NEP 2020, it emphasizes a comprehensive approach to learning that goes beyond traditional subject boundaries. It encourages students to develop a deeper understanding of real-world problems by integrating knowledge from various disciplines and by promoting a holistic and multidisciplinary education, the NEP 2020 aims to foster critical thinking, creativity, problem-solving skills, and a broader perspective among learners. It also recognizes the interconnectedness of different fields and the importance of nurturing diverse talents and interests in students and it seeks to prepare learners to tackle complex challenges and adapt to the dynamic demands of the modern world and is a fundamental aspect of the NEP 2020, aiming to provide a comprehensive and well-rounded 21st century learning experience.

### National Education Policy 2020: Key Points

Emphasis on a holistic approach to learning: The NEP 2020 recognizes the importance of nurturing the overall development of learners, encompassing their cognitive, emotional, social, physical well-being, etc. It promotes an education system that goes beyond academic knowledge and focuses on the holistic development of students and includes moral values, life skills, character building, mental, physical health, etc.

Integration of arts, humanities, and vocational education: The NEP 2020 highlights the significance of integrating diverse disciplines, including arts, humanities, and vocational education, into the mainstream curriculum and aims to provide students with a well-rounded education that fosters creativity, cultural understanding, critical thinking, and practical skills. By blending different subject areas, 21st century learners are exposed to a broader range of perspectives and gain a more comprehensive understanding of the world. Promoting critical

thinking, creativity, and problem-solving skills: Holistic and multidisciplinary education encourages students and exploring various disciplines, learners develop the ability to connect ideas, think innovatively, and approach challenges from different angles and cultivates creativity, encourages intellectual curiosity, and prepares students for the dynamic and rapidly changing demands of the 21st century.

Integration of real-world applications: This approach also promotes experiential learning, project-based activities, internships to provide hands-on experiences and foster a deeper connection with the real world.

Nurturing diverse talents and interests: Holistic and multidisciplinary education recognizes that students have diverse talents, interests, and learning styles and the NEP 2020 encourages schools to provide a conducive environment where students can explore their passions, talents, and areas of interest. This may involve offering a variety of co-curricular activities, clubs, and opportunities for self-expression, enabling students to develop their unique strengths and pursue their individual passions alongside their academic pursuits. In summary, holistic and multidisciplinary education under the NEP 2020 aims to provide 21st century students with a well-rounded and comprehensive learning experience. By integrating different disciplines, promoting critical thinking and problem-solving skills, connecting education with real-world applications, and nurturing diverse talents, and prepares students to become well-rounded individuals capable of adapting to the challenges of the modern world.

### **Curriculum and Assessment**

The NEP 2020 promotes a learner-centric approach to curriculum design, allowing students to have greater flexibility in choosing subjects and designing their learning pathways and emphasizes the importance of customization, enabling students to pursue their interests, passions, and strengths while

ensuring a strong foundation in core subjects. The NEP 2020 shifts the focus from rote memorization and marks-based assessment to competency-based learning and assessment. Assessments are designed to evaluate students' abilities to apply knowledge in real-world contexts rather than solely relying on exams. The NEP 2020 promotes continuous and comprehensive evaluation (CCE) as an integral part of the learning process and it aims to assess students' progress and growth through various formative and summative assessment methods. It provides timely feedback to students, identifies learning gaps, and allows for remedial interventions, ensuring a more holistic understanding of student performance. The NEP 2020 acknowledges that intelligence extends beyond academic abilities. It recognizes and values diverse forms of intelligence, including artistic, vocational, and practical skills. These forms provide opportunities for students to excel in areas beyond traditional academic pursuits, promoting a more inclusive and comprehensive assessment framework. The NEP 2020 emphasizes the importance of lifelong learning and skill development. It recognizes that education goes beyond school years and focuses on equipping students with the necessary skills for success in the future. The reforms encourage the integration of vocational education, internships, and experiential learning to foster practical skills, entrepreneurship, and employability. Overall, flexible curriculum and assessment reforms under the NEP 2020 aim to create a learner-centric, competency-based, and holistic education system and by promoting customization, competency development, continuous evaluation, recognition of diverse intelligences, and a focus on lifelong learning, these reforms prepare students for the challenges of the 21st century and beyond.

### **Technology and Digital Learning**

The NEP 2020 recognizes the potential of technology to provide equitable access to quality education. It

aims to bridge the digital divide by ensuring that students from all socio-economic backgrounds have access to digital devices, internet connectivity, and digital learning platforms. This focus on equitable access aims to create an inclusive educational environment where no student is left behind due to limited resources. Technology integration enables the creation of interactive and personalized learning experiences. Educational apps, multimedia resources, and online platforms provide students with engaging and dynamic content that caters to their individual learning styles and through adaptive learning algorithms, technology can personalize instruction, adapting to the pace and needs of each student, thereby enhancing their learning outcomes. Technology-enabled assessment practices provide teachers with real-time feedback on students' progress and understanding. Online quizzes, interactive simulations, and computer-based tests allow for immediate evaluation, enabling teachers to identify learning gaps and provide timely interventions. Technology integration in assessment promotes a comprehensive and formative approach to evaluate students' knowledge and skills and the NEP 2020 emphasizes the development of digital literacy among students, enabling them to navigate and critically evaluate information in the digital era. Technology integration fosters the acquisition of 21st-century skills, such as digital literacy, information literacy, media literacy, and computational thinking. These skills are essential for students to thrive in an increasingly digital and interconnected world. Technology integration requires effective teacher professional development programs to equip educators with the necessary skills and competencies to leverage digital tools and platforms and the NEP 2020 emphasizes the importance of supporting teachers in adopting technology-enabled teaching practices through training, capacity building, and sharing best practices and ensures that teachers are equipped to effectively integrate technology into

their instructional strategies. By emphasizing technology integration and digital learning, the NEP 2020 seeks to create an educational ecosystem that leverages the power of technology to enhance teaching and learning experiences. Through equitable access, interactive and personalized learning, collaboration, real-time assessment, digital literacy, and teacher professional development, technology integration contributes to the overall goal of providing quality education for all learners and technology integration and digital learning are integral components of the NEP 2020, fostering a learner-centric, interactive, and inclusive educational ecosystem. By harnessing the power of technology, the NEP 2020 aims to create engaging learning environments, enhance teacher effectiveness, promote digital literacy, bridge the digital divide, and prepare students for a technology-driven world.

### **Teacher Empowerment and Professional Development**

The NEP 2020 emphasizes the need to enhance teacher education and training programs to ensure that teachers are equipped with the pedagogical knowledge, subject expertise, and instructional strategies necessary for effective teaching. It calls for the revision and redesign of teacher education curriculum to align it with the changing needs of the education system and the NEP 2020 emphasizes the provision of regular and meaningful professional development opportunities to enhance their teaching skills, keep up with emerging trends, and foster innovation in pedagogy. This includes workshops, seminars, conferences, online courses, and collaboration platforms for teachers to learn and share best practices. The NEP 2020 promotes innovative teaching practices by providing teachers with the autonomy and support to experiment with new pedagogical approaches and instructional methods. It encourages the use of technology, experiential learning, and collaborative teaching

techniques to create engaging and effective learning environments. By nurturing a culture of innovation, the NEP 2020 empowers teachers to cater to the diverse needs and interests of 21st century students. The NEP 2020 emphasizes the creation of a supportive and conducive work environment for teachers. It recognizes the importance of professional respect, recognition, and career progression for 21st century teachers and the policy advocates for the establishment of teacher support systems, mentoring programs, and collaborative networks to provide guidance, mentorship, and a platform for professional growth. The NEP 2020 recognizes the importance of teacher evaluation and accountability to ensure the quality of education. It promotes the implementation of fair and transparent evaluation mechanisms that consider multiple dimensions of teacher performance. The policy also highlights the need to support and mentor teachers who require additional assistance to improve their instructional practices and teacher empowerment and professional development under the NEP 2020 focus on enhancing the quality of education by equipping teachers with the necessary knowledge, skills, and support. By providing professional development opportunities, encouraging innovative teaching practices, creating a conducive work environment, and implementing fair evaluation mechanisms, the NEP 2020 aims to empower teachers to deliver quality education and positively impact student learning outcomes.

### **National Education Policy 2020 and Higher Education**

The NEP 2020 proposes restructuring of the higher education system to promote interdisciplinary studies and flexibility in choosing courses. It advocates for the integration of different disciplines to provide students with a broader and more holistic educational experience and the policy encourages the establishment of multidisciplinary universities and institutions to foster innovation, research, and

collaboration across various fields. The NEP 2020 emphasizes the importance of research and innovation in higher education. It aims to create a culture of research and scholarship by providing support and incentives for faculty and students to engage in research activities. The policy encourages the establishment of research clusters, funding mechanisms, and collaboration between academia, industry, and research organizations to drive innovation and address societal challenges and the NEP 2020 emphasizes the need for a robust quality assurance framework in higher education. It promotes the establishment of an independent accreditation system to ensure the quality and relevance of programs and institutions and the policy encourages the use of outcome-based learning frameworks, continuous evaluation, and feedback mechanisms to monitor and improve the quality of 21st century higher education. The NEP 2020 recognizes the importance of holistic student development in higher education. It emphasizes the inclusion of co-curricular and extra-curricular activities, sports, cultural events, and community engagement as integral parts of the learning experience and the policy aims to nurture well-rounded individuals with a broad range of skills and competencies beyond academic knowledge.

### **National Education Policy: Inclusiveness**

The NEP 2020 emphasizes the need for equal access and opportunities in education and aims to eliminate barriers that hinder the participation and inclusion of learners from diverse backgrounds, including those with disabilities, marginalized communities, economically disadvantaged groups, etc. The policy promotes inclusive practices that address the diverse needs of learners and provide equal opportunities for their educational advancement and the NEP 2020 acknowledges the gender disparities that exist in education and aims to address them. The policy advocates for gender-

sensitive measures to ensure equal access, retention, and completion of education for girls. It emphasizes the importance of creating a safe and supportive environment that fosters gender equality, eliminates discrimination, and promotes gender sensitivity in curricula, pedagogy, and school policies. The NEP 2020 emphasizes the creation of inclusive learning environments that accommodate the diverse needs of all 21st century learners. It calls for the removal of physical, attitudinal, curricular, etc. barriers to ensure that students with disabilities and special needs can fully participate in the educational process. The policy promotes the provision of support services, assistive technologies, and individualized accommodations to enable the meaningful participation and learning of all 21st century students. The NEP 2020 recognizes the importance of multilingual and multicultural education to promote inclusivity and encourages the preservation and promotion of diverse languages, cultures, and knowledge systems in the curriculum. The NEP 2020 emphasizes the involvement of communities, parents, and stakeholders in the educational process. It promotes community participation in decision-making, school governance, and the design of inclusive practices and the policy recognizes the importance of engaging families, local communities, and civil society organizations to foster a collaborative and supportive environment for the holistic development of learners. Inclusive education and equity under the NEP 2020 aim to ensure that all learners have equal access to quality education and opportunities for their educational success. By addressing barriers, promoting gender equality, creating inclusive environments, embracing multilingual and multicultural education, and fostering community participation, the NEP 2020 aims to build an 21st century inclusive education system that respects and supports the diverse needs and aspirations of all learners.

## Challenges and Opportunities

Implementing the NEP 2020 requires significant financial resources. Adequate funding must be allocated to support infrastructure development, teacher training programs, technology integration, and other initiatives outlined in the policy. Effective implementation necessitates the collaboration and engagement of various stakeholders, including policymakers, educators, parents, students, and community members. Building consensus, addressing diverse perspectives, and ensuring sustained involvement can pose challenges. Enhancing the capacity of teachers, educational administrators, and institutions to align with the NEP 2020 is a significant challenge. Professional development programs, training workshops, and mentorship initiatives will be needed to equip educators with the necessary skills and knowledge. Institutional readiness: Transforming the education system requires institutional readiness and adaptability. Educational institutions need to develop strategic plans, revise curricula, establish support systems, and update infrastructure to align with the goals and principles of the NEP 2020. Holistic and learner-centric education: The NEP 2020 presents an opportunity to shift towards a more holistic and learner-centric education system. By prioritizing critical thinking, creativity, and skill development, the policy enables students to acquire the competencies required for the 21st century workforce. Technology integration: The NEP 2020 emphasizes the integration of technology in education and presents opportunities for digital learning platforms, online resources, and educational apps to enhance teaching and learning experiences, promote access to quality education, and bridge the digital divide. The NEP 2020 aligns with other national policies and initiatives, such as the Digital India campaign, Skill India mission, and Swachh Bharat Abhiyan. This alignment presents opportunities for synergy, coordination, and leveraging resources across sectors to drive



comprehensive and sustainable education reforms. While the implementation of the NEP 2020 comes with challenges, it also presents opportunities for transformative change in the education system. By addressing the challenges and leveraging the opportunities, stakeholders can work together to realize the vision and objectives outlined in the NEP 2020, ultimately enhancing the quality and inclusivity of 21st century education in India.

### Conclusion, Discussion and Summary

The NEP 2020 presents a vision for an education system that is learner-centric, inclusive, and responsive to the changing needs of the 21st century and by integrating emerging technologies, promoting interdisciplinary studies, empowering teachers, and fostering equitable access to quality education, the NEP 2020 strives to create an educational ecosystem that prepares learners for the challenges and opportunities of the future however, the successful implementation of the NEP 2020 requires careful planning, collaboration, and addressing various challenges, such as resource allocation, stakeholder engagement, capacity building, and institutional readiness. It is crucial for policymakers, educators, and other stakeholders to work together, leveraging the opportunities presented by the NEP 2020 towards holistic education, technology integration, collaboration, and inclusive practices. By embracing the principles and provisions of the NEP 2020, India has the opportunity to transform its education system and create an environment that fosters innovation, critical thinking, creativity, and inclusivity. The NEP 2020 offers a comprehensive roadmap for educational reforms, focusing on banana ripening stage detection and various other aspects of education. By embracing the vision and principles of the NEP 2020 and effectively implementing its provisions, India can pave the way for a more inclusive, equitable, and globally competitive

education system that empowers learners and prepares them for a bright and prosperous future. The present study aims to provide readers with a comprehensive understanding of the NEP 2020 and its implications for transforming education in India. By critically analyzing the key provisions and addressing the challenges and opportunities for implementation, the chapter seeks to contribute to the discourse on educational reforms and inspire effective strategies to realize the vision of the NEP 2020.

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## CULTURE AND COOKING: FOOD AS A SIGNIFIER OF CULTURE IN CHILDREN'S PICTUREBOOKS

**P. STEPHY MONISHA**

*Assistant Professor*

*Department of English*

*Stella Maris College, Chennai*

### Abstract

*The most important and basic need of human beings for survival is food. The story of creation escalates with the consumption of the forbidden fruit which is seen as a symbol of temptation that lures human beings. Cherokee legend describes how the first man cajoles the first woman into reconciliation after their first fight by giving her the first strawberry. These instances show the interconnectedness of food with human emotions and life. In any literature, food imagery serves as a source of deep rooted connections that plunge into the depths of individual and cultural memory. Family is the basic unit of society and the image of a family happily dining at the table is considered as an image of prosperity across cultures. Scholars find the intersection of food studies and children's literature quite interesting and have started to "grapple with food as an essential interpretive trope for children's literature" (Keeling and Pollard 17). This paper attempts to explore food as a cultural representative by focusing on the featured depictions in three children's picture books namely Fry Bread: A Native American Family Story by Kevin Maillard, Duck for Turkey Day by Jacqueline Jules, and Sylvia Rosa-Casanova's Mama Provi and the Pot of Rice.*

**Keywords:** food, children's literature, culture, picturebooks, featured depictions.

You have to taste a culture to understand it. -**Deborah Carter**

Ideologically food is considered an essential element in nourishing the human body and mind. Many psychoanalytic theories explain how even though on the surface level it may seem like "good food is good mood" the significance of food runs deeper than that. They suggest that eating habits play a vital role in the formation of self-identity and are greatly influential in determining one's social role within the family and society. Incidental appearances of food can be observed starting from the forbidden fruit in the story of creation (Adam and Eve) and ever since food and food ways are constant often hidden threads in literature. Despite its omnipresence in literature, food was not always considered a subject worthy of literary study. For instance, Jacques Pépin in his autobiography, *The Apprentice*, recounts how in the 1970s his advisor in the French Department at Columbia rejected his idea of writing his doctoral dissertation on Flaubert's description of the wedding

feast in *Madame Bovary*, stating "... cuisine is not a serious art form. It's far too trivial for academic study" (Pépin 212). However, times have changed and if food is considered fundamental to sustain life then it can be safely stated that "food is fundamental to culture, or as Massimo Montanari puts it in the title of his latest book, *Food Is Culture*" (Keeling and Pollard 5). This paper attempts to explore food as a cultural representative by focusing on the featured depictions in three children's picture books namely *Fry Bread: A Native American Family Story* by Kevin Maillard, *Duck for Turkey Day* by Jacqueline Jules, and Sylvia Rosa-Casanova's *Mama Provi and the Pot of Rice*.

Food experiences are an integral part of childhood memories therefore, it is not surprising that food is a recurring theme in literature crafted for children, especially picture books. According to Cohn, incidental depiction of food means that food is not the focal point of the narrative as in references to food

through words or pictures is done only to serve the purpose of providing background or context to the story. In picture books incidental depictions appear only in illustrations and are not reiterated in text. Interviews taken by Cohn revealed that writers were not conscious of using food references in their works and were even surprised to see the number of food references used by them when they were pointed out (Cohn 4). This shows that book creators as adults can also be unconscious of the incidental references in their works. Cohn categorizes featured depictions into two as stories that have food references central to the storyline and stories that may not have food as central but have explicit references through text or illustrations. However, it is to be understood that the pre-literate child follows the story primarily through pictures that are assisted by words on the page. Lawson states "I know that some little unconsidered phrase or detail is going to mean a lot to some child" (qtd. in Sanders 80). Children are likely to notice the details in picture books that may remain invisible to the adult eye which has been trained to focus on the world built by words.

Jean Perrot in his analysis of Sendak's works through the lens of Strauss's literary theories highlights Strauss's view of cooking as a civilizing trope (Perrot 72-73). It is important to understand that this process of production and consumption with relation to food has paramount importance across cultures. The socialization process of table rituals and the movement from the kids' table to the adult table marks the progress in an individual's life. So, food is no longer just a means to sustain life but "food in human societies functions as significant, ritualized temporal markers that integrate the child into the community" (Keeling and Pollard 11). Food becomes an interesting component in storytelling when it offers insights into history. Food, culture, and history are deeply intertwined which is evident through shows like Anthony Bourdain's *No Reservations* or Peter Maneas' show *My Greek Odyssey*. *Fry Bread: A*

*Native American Family Story* is a concept picture book written by Kevin Noble Maillard and illustrated by Peruvian-American Caldecott Honor winner, Juana Martinez-Neal. This 2019 book is centered on simple food that represents a complex history of survival, relocation, and resilience of the Native American people. The Author's Note of about eight pages offers additional information about the content of each two-page spread and explains each heading, Maillard's own family fry bread story, his recipe for fry bread and the ways in which the book honors Native pride.

Fry bread is a cuisine that is quite controversial as some Native Americans love it and acknowledge it as a source for sustenance while some others hate it, viewing it as a representation of the colonial oppression that has sabotaged the indigenous communities. Nonetheless, the fact that this fry bread that was born out of mortal necessity which is authentically not 'traditional' by any means becomes a strong cultural representative of the indigenous communities in this book. The featured depiction of the refrain 'Fry Bread is' resonates on every page of the book foregrounding it as a symbol of resilience which turns its purpose on its head. The beginning sentence "FRY BREAD IS FOOD" (Maillard 1) is followed by a list of ingredients which on the surface level sound chirpy however it can also be viewed as a reminder of the reservation food programmes of the late 1970s that granted commodity food boxes containing unhealthy staples and ingredients such as flour, lard, salt, sugar etc. out of which the fry bread was born. Chaleen Brewer, a nutritionist at the Genesis Diabetes Prevention Program states that the sugar and lard used for the making of fry bread are partially responsible for the "diabetes epidemic" among the Native American people (smiths onianmag). Anyhow the cultural significance of the fry bread stands unrefuted as no powwow (any Native American gathering/meeting) would ever be complete without munching on the fry bread. Another featured

depiction can be observed with the line “FRY BREAD IS SOUND” (Maillard 5-6) while most people are likely to note the swirling aroma and the chaotic children dominating the frame, at the bottom is the father’s hand covered in Seminole symbol-tattoos. Maillard in the Author’s note explains that the long ragged lines are symbols of lightning and the smaller double crossed letters ‘ts’ stand for trees which can be interpreted as the degradation of the natural resources by the colonist.

Neal shatters the stereotypical representation of Native Americans as being mostly dark skinned with brown hair through his illustrations and raises the question of what does it mean to look like a Native American in today’s world. The Native American modern family depicted in the book has characters with blond hair, cornrows, red hair and straight, black hair which reflects the fact that a stock image no longer works as the Native American population is diverse and varied. Juanita Giles states “My kids love seeing themselves included, and I love sharing that moment with them” (npr). As mentioned earlier, Maillard talks about his experience of becoming the ‘fry bread lady’ which he inherits from his aunt as a result of his love for fry bread and to keep up the custom as no meal was tasty without fry bread. The story in the book and Maillard’s memory reflects how fry bread has tied generations together, with ‘love’ as one of its primary invisible ingredients binding familial relationships. The line “FRYBREAD IS HISTORY” (Maillard 11) stands as a testimony to the fact that the Native American diet became inclusive of the fry bread as a necessity after people were driven out of their lands and were silently massacred by the limited rations provided by the US government. Talahongya, in his article, explains that according to Navajo tradition, fry bread was created with the rations given when the Navajo living in Arizona, were forced to make the 300-mile journey known as the “Long Walk” and relocate to New Mexico (148). Keith Secola who honoured the dish through his song titled ‘Fry Bread’

does gravely admit that “Frybread has killed more Indians than the federal government” (smithsonianmag).

The map on the spread has no lines to show the division of countries as this demarcation is made by the Government and not the Native American people. The list of names of tribes in the book defies the notion of a ‘nation’ by including names of tribes that have not been given official status with the US or state governments despite numerous attempts. The endpapers also list Indigenous tribes creating an arresting statement on the solidarity and forced invisibility of American Indians. The vibrant pictures and striking words serve as a reminder that the Native Americans despite their sufferings have not vanished into thin air but they are part of the present through the thundering statement “FRYBREAD IS US” (Maillard 17). Thus, it can be noted that through the featured depictions, the picturebook exhibits the cultural, historical, and familial significance of the fry bread.

Duck for Turkey Day is a picturebook written by Jacqueline Jules and illustrated by Kathryn Mitter that showcases a young girl’s distress caused by the fact that her Vietnamese-American family is having duck for Thanksgiving dinner and not turkey. Asian American is an umbrella term that encompasses American-born children of Asian descent. This picturebook in particular explores how food functions as a complex signifier in representing Asian American identity from the child narrators’ points of view. Tuyet finds it jarring that her family has no problem replacing turkey with duck for Thanksgiving while all week along she has been hearing Mrs. Cook emphasizing the importance of Turkey Day. Duck is integral to the Vietnamese culture as it is used to scavenge in the Vietnamese farming system and therefore for Ba Noi (paternal grandmother), a duck dish of her recipe has more significance than turkey, an alien bird in her sight. One should not mistake the act of replacement as them not loving America because the reader does see the family thanking

America before the meal which reflects their love for the country. The reason for this replacement can be found in Ba Noi's statement "Our family likes duck better" (16) which indeed turns to be true when one gets to see the whole family sitting together around the big dining table and cozily enjoying their dinner.

Tuyet's internal struggle is evident when she tears up and admits that she had duck and not turkey for Thanksgiving. This anxiety faced by second-generation immigrant children of not being able to blend in with others is a common trope in literature. At the end of the story, Tuyet reconciles herself and exclaims "I have a new name for Thanksgiving. In our house, we call it Duck Day!" (28). This can be interpreted as a representation of the second generation immigrant children across the globe trying to understand their identity and bicultural heritage through the culinary habits that they adopt in childhood from their families despite the change in geographical location. It is to be noted that the primary focus of the book is not on the Thanksgiving celebration itself but on acknowledging the different culinary customs which serve as a central activity across multiple cultures and in turn celebrating their heritage and passing on their values to the next generation in a melting pot like America.

Mama Provi and the pot of rice written by Sylvia Rosa-Casanova and illustrated by Robert Roth is a blend of a cumulative tale of ethnic cuisine, a familial bond, apartment life and above all multicultural heritage. Mama Provi lives on the ground floor and her granddaughter Lucy lives on the eighth floor of a city building. The overarching story arc is Mama Provi visiting Lucy when she falls ill with chickenpox. The story begins with the celebration of Puerto Rican culture (a blend of Taino, Spanish, and African cultures) by highlighting Mama Provi's generosity in cooking and serving food in enormous quantity like a feast even if it was just for two people. So, it doesn't surprise the readers when she whips up Lucy's favourite dish in the world- a pot of arroz con pollo (a

traditional Peruvian dish) which means 'rice with chicken' in Spanish. While scaling the stairs to Lucy's parents' apartment, Mama Provi smells something delicious on every floor namely Mrs. Landers' crusty white bread, Señor Rivera's frijoles negros, Mrs. Baazini's green salad, Mrs. Johnsons' collard greens, Mrs. Woo's pot of tea and finally Mrs. Kelly's apple pie. She trades a bowl of rice for a portion of each of these dishes and ends up with a multicultural feast in her bag by the time she reaches Lucy's apartment door. Even though it comes quite close to ethnic stereotyping, the watercolour-and-ink illustrations along with the well-paced repetitions bring the hospitable neighbourhood alive to the readers. There is no explicit mention of the multicultural heritage of the populace inhabiting the apartment building but the subtle indications through food references conjure the solidarity and mutual respect shared between people of diverse cultures and traditions in coexistence. Such celebration of multicultural heritage can also be seen in other picturebooks namely *Rainbow stew*, *Potluck*, *Everybody cooks rice*, and *My food, Your Food, Our Food*.

Nonetheless, no matter the different roles that food practices take within these three picture books—whether as a voice of resilience or as a central activity binding generations or as a celebration of diversity—the fact that food serves as a cultural representative in these picture books is abundantly evident and establishes food as an essential interpretive trope in children's literature.

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# MYTHICAL CHARACTERIZATION OF TILO AND HER SPICES: A STUDY IN CHITRA BANERJEE DIVAKARUNI'S *THE MISTRESS OF SPICES*

**Dr. K. S. MOHANA PRIYA**

*Assistant Professor*

*Department of English*

*The Central Law College, Salem*

## Abstract

*Chitra Banerjee Divakaruni, an Indian-born American author renowned for her extensive body of work, is particularly noted for her exploration of diasporic themes, particularly focusing on women navigating the transition between old and new traditions in their lives. Her writing often incorporates elements of Magic Realism, seamlessly blending reality with fantastical elements. However, alongside these themes, food holds a significant place in her narratives. While food may seem mundane, its portrayal in literature transcends mere sustenance, serving as a powerful symbol for identity, relationships, culture, and emotions. This paper delves into the emotional resonance of food in "Mistress of Spices," examining how various characters are impacted by memories, anxieties, and other emotional states through their interactions with food.*

**Keywords:** *magic realism, myth, spices, mistress.*

## The Literary Review

The literature review implies the previous literary works which deal with same subject. Several critics criticized the work of Chitra Banerjee Divakaruni and especially the *Mistress of Spices*. As the book of A Padmaja "Migration to Heaven or Hell: An Emigrant Perspective of Chitra Banerjee Divakaruni". "White Feet in Black Sandals: A Study of Magic Realism as the Narrative Mode in Divakaruni's *The Mistress of Spices*" by Batra, Jagdish, in addition to the article journal of Chakravarti, Devashri and G. A. Ghanashyam (2012): "Shifting Identities: Reinvention of the Self in Divakaruni's *The Mistress of Spices*".

## Introduction

Chitra Banerjee Divakaruni is a renowned writer who migrated from her roots in Calcutta, India, to Houston. She is one of the well-known Indian women writers who depict captivating mythological tales in a female voice in a dignified manner with Diasporic traits and successfully incorporates that into the text. She has

poured her conscience into the characters in mythological tales since she herself is related to her Indian roots and struggles with the feelings of alienation, nostalgia, and the search for love of her identity. Her numerous honors include the Orange Book Award and Sahitya Academy Awards. Some of her novels have been made into movies.

The concept of "food" has the ability to evoke emotions in individuals and also to alleviate their physical ailments. Each spice has its own unique origin and growth, playing a crucial role in cooking by imparting flavor to dishes. Similarly, in this novel, spices breathe life not only into the protagonist Tilo but also into her customers. As the story unfolds, Tilo encounters her first customer, Haroun, who, like her, has journeyed to America in search of peace. Haunted by a traumatic past, Haroun struggles to escape the grip of painful memories, leading him to seek solace in Tilo's shop. Tilo applies Sandalwood powder to his palms and instructs him to massage it thoroughly. In that moment, a flurry of thoughts

besieges his mind. Yet, as he completes the massage, a sense of tranquility washes over him. Thus, Sandalwood serves as a remedy for the anguish of recollection, underscoring the notion that through food, emotions can be managed.

“Characterization’ is a literary device. It describes the character of someone or something. The art or concept of creating characters, as practiced by actors or writers is called characterization” (Harrison 51-52). The protagonist, Tilo, also known as the Mistress of Spices, is a ‘round character’ in the novel because she possesses a variety of qualities and grows throughout the narrative. In Oakland, California, Tilo runs a ‘Spice Store’. She not only sells Indian spices but also uses her mystical ability to read people’s minds and her arts to assist her clients in finding solutions to their issues. Divakaruni treats the spices in the novel like characters. They are ‘flat characters’ since they do not shift or fluctuate throughout the story. Due to their mystique and history, Indian spices are used as a technique to dramatically or significantly advance the story’s plot. Each spice has specific qualities and a particular legendary impression in regards to its use for celebrating or curing illness. In the narrative storyline, the writers use illustrative, figurative, metaphorical, and descriptive imagery to describe the characters. According to M.H. Abrams, there are two methods of characterization., “First is ‘showing or dramatic method’ in which the author indirectly presents ‘the character talking and acting, and leaves it entirely up to the readers to infer the motives and dispositions that lie behind what the character say and do.” (49)

During the thought process and deeds of the characters, the readers must come to comprehend the traits of the characters for themselves. The second technique for characterizing people is ‘telling method’ in which “the author intervenes authoritatively in order to describe, and often to evaluate, the motives and dispositional qualities of

the character” (49). The character is described in detail by the author. The character himself is the narrator, but other characters may accomplish this. Tilo is directly characterized by Divakaruni in *The Mistress of Spices* using the ‘telling method’. The story is being told in first-person narrative. Tilo recounts her personality and life in her own words. Tilo remarks in the book’s opening chapter,

I am a Mistress of Spices...I know their origins, and what their colours signify, and their smells...Their heat Runs in my blood. From amchurtozafran, they bow to my command. At a whisper they yield up to me their hidden properties, their magic powers. (TMS 3) Tilotama’s given name is Tilo, which identifies her as an Indian woman, but she has modified it so that she can go by the nickname Tilo in the United States. Her first name, Tilotama, is emblematic of an Indian story from the very early Vedic period. She is a goddess of strength, mysticism, and wisdom. She represents the same cosmic force and divine power to gain control over spices in this story, Spices are alike mythical, supernatural ‘Devas’ assigned special power for specific diagnosis (The Devas may be closest to God but they are not God. Like demons and humans, their chitta is plagued with restlessness. They too seek the serenity of the param-atma. Their pleasures of life had to be kept in check if they sought happiness.(TMS 51-52).

In order for the performer, who is essentially a human, to maintain the purity and piety of Indian Spices, Tilo, *The Mistress of Spices*, is symbolically expected to practice the idea of renunciation, which is an austere measure. Contrarily, both Indian spices and Tilo are demystified in this book to fight the conflict between tradition and modernity, to show morality vs. human emotions, and to assess individual freedom in comparison to the arbitrary powers of religion and rituals. It is appropriate to refer to Roland Barthes, who highlights these



manifestations of the common man's mindset in his book *Mythologies* (1957),

The tendency of socially produced conceptions, narratives, and assumptions to become "naturalised" in the process, that is, taken without doubt is prescribed by a specific culture. In order to improve the text's meaning, the author establishes a connection between the sign and signifier. (Barthes).

Both "Tilo" and "Indian Spices" are portrayed in a cross-cultural framework. Due to the fusion of Eastern and Western cultures in the novel, the myth of Tilottama and Indian spices undergo metamorphosis. The novelist reimagines their relevance in light of acculturation and the traditional significance of Spices in the lives of travellers, explorers, and settlers. Walsh accurately captures this situation. Sailors and merchants have risked the seemingly endless oceans for hundreds, if not thousands, of years in search of the fabled Islands where spices could be found. For the Europeans of the Dark Ages and Medieval Times, mace, nutmeg, and cloves were nearly mystical particles from unbelievable remote locales.

Divakaruni's 'showing method' has been used to infer indirect characteristics of Indian spices. Through Tilo, Divakaruni gave the readers an introduction to spices. She demonstrated the spices conversing verbally or nonverbally with their mistress. When they are in a bad mood, their reactions are represented through sound movements that reflect unease and tension; nevertheless, when they are in a good mood, they become mythically auspicious.

In the second chapter, Tilo introduces "Turmeric" in the context of the manifestation of perceptions. - "Turmeric the auspicious spice, placed on the heads of new borns for luck, sprinkled over coconuts at pujas, rubbed into the borders of wedding saris." (TMS 13) Of course, spices play a significant role in the development of Indian cuisine, Indian medicine, and Indian civilization. According to Parthasarath, spices are well-known as digestives and appetizers

and are widely regarded as being indispensable to the culinary arts.

The readers learn that Turmeric is holy and divine. Each spice has its own chapter and quality in the novel. Red peppers are poisonous and purge evil, sesame is nurturing, etc., to convey the meaning, context, and relevance of the text, and the author of the novel uses a variety of spices as characters. Though not always, their responses and inclusions in the narrative are frequently fleeting. They are equally crucial to the plot of the book and to Tilo's life in terms of helping her clients. They support their mistress with the aid of their magical abilities until she is devoted and obedient to the practice of her occult skills with a pure heart and mind. They have a one-track character lacking in logic, explanation, and depth, in contrast to Tilo. They hold to traditional Indian beliefs and conduct themselves accordingly. They prevent Tilo from violating a mistress's specific rules and restrictions in order to aid others. In an interview, Divakaruni stated that the spices are very important in this novel. They have personalities of their own as characters. They have a significant role to play in the book. They get close to Tilo and converse with her in their own voices. Indian spices are defined as inanimate characters that do not have any human form. According to Norton, "Personification is the depiction of a place, thing, animal, or abstract notion as a human being". (Norton 55)

The spices in the book converse, sing, chastise, adore, forewarn, and become irritated with their mistress Tilo. Every spice is like a person; it has its own emotions, distinctive qualities, various voices, and outward looks. It is against the law of being mistress of spices for Tilo to leave her spices alone when she leaves her spice shop. She had to force herself to leave the house and assist others. When the narrator returns to her shop after leaving it for a while to check out Haroun's, the taxi driver, Tilo, voices her concerns., "In the store the spices

displeasure waits forme. I must beg pardon" (TMS 30). The Spices hold Tilo much like a person would. The author used the literary trope of personification to depict the feelings and behaviors of Human-made items. This therefore mediates literary comprehension of the author's themes as well as the specifics of the characters.

In order to depict history, the novelist has recounted Indian myths about spices. According to myth, Fenugreek was sown by Shabari, the world's oldest woman, and Fennel was consumed by the sage Vashistha after swallowing the demon Illwal in order to prevent him from coming back to life. Red chili is thought to be the offspring of the Fire God, while turmeric is said to have emerged from the ocean when the Asuras and Devas churned for the precious treasures of the universe. In an interview with Mike Davies about his 2005 film of the same name, *The Mistress of Spices*, Gurinder Chada expresses his opinion that, "There is, it seems, a spice for all occasions, all moods and all problems. The right one can bring you love, solve domestic troubles or even get you a job. At least that's the premise behind *The Mistress of Spices*." (11).

In the chapter 'Turmeric, For instance, Tilo describes how bribes would apply turmeric powder to their faces. Lotus root is a spice for enduring love, whereas asafoetida is an antidote to love. This is how a reviewer describes the magical realism of the author's portrayal, "Divakaruni uses mysticism to achieve her goal of making the commonplace wondrous and the real extraordinary is the spices whose magical elements portray them as supernatural beings are personified by Divakaruni" (Rajan). Tilo claims that Kalojire shields and saves one from the evil eye, and she says so in her narration: "will split once again tonight Kalojire seeds for all who have suffered from America." (TMS173)

Spices' motivational interference in the protagonist's life seems to be a significant intervention. Those magical beings control her every

move, action, thought, and emotion. As long as their mistress is sincere with them from the bottom of her heart, the spices will submit their magical power to her. The protagonist is unable to resist them because the novelist accords these spices a high level of social and cultural significance.

The author provides Tilo's voice from her First Mother, "You are not important. No mistressis. What are important is the store and the spices" (TMS 5). This statement spoken by the First Mother is a natural reflection of Tilo's relationship with the spices. Because of this relationship she has had ever since she gained occult authority over them and was unable to deny it, Tilo is only permitted to adore Indian Spices. If she ignores the spices, it appears that she is putting an end to the mystical role they have been playing in her life. Her single conventional task is to treat the issues of her customers with the power of spices. A critic offers their thoughts on this, "Divakaruni takes up the image of the spices and the woman as complimentary, and fuses them in the enigmatic and Mysterious character of the mistress of the spices. But here the spices also represent the heritage of tradition that forms and restrains the mistress" (Chakravarti 47).

The Spices consistently behave like outsiders in Tilo's personal decisions. Similar to the patriarchal society of India, spices continue to meddle in Tilo's affairs in a conventional, moral, and emotional manner. They examine her self-improvement attempts in a strange country. Indian spices act implicitly like males who think it is their right to watch over women. It is true that dominance of one enslaves others; it does not allow for others freedom from being suppressed. Huang's perspective in this case validates Tilo's ties to morals, law, and norms as well as Spices' control over her civil liberties: "The truths Divakaruni's writings explore focus on the familial, social, and national pressures faced by women and immigrants." (Huang, 1998). Tilo discovers the consequences of her errors in pushing

her boundaries through the negative outcomes experienced by her clients as a result of the incorrect use of spices. When she fails to provide her clients with the correct medical therapy, she frequently feels guilty. In one case, Tilo tries to protect shy Indian youngster Jagjit from American bullies who bully and abuse him at school. They intimidated him and said that "Talk English son of a bitch. Speak up nigger we back as shole." (TMS39)

As a result, Tilo gave Jagjit Cinnamon to help him make friends and feel confident in America in order to ease his depression. She makes mistakes that unintentionally stop Tilo's magic. In contrast, Jagjit the boy unintentionally joins the company of armed and dangerous friends. He might even become a criminal as a result. Knowing that spices have the opposite effect on Jagjit, Tilo remarks with great sorrow: "Spice, is this, the way, you have chosen to punish me?" (TMS122)

In this regard, Lara Merlin asserts in her review of *The Mistress of Spices* that Tilo's difficulties arise when she realizes that she must abandon her own wants to maintain the magical power that she craves. (p.207). She is limited to acting like a mistress by the spices. When she tries to cross the boundaries that spices represent in myth and culture, she becomes 'other'. Tilo begins to feel trapped and helpless inside the spice shell. She laments in the chapter, *Ginger*, "when I woke in this land the store was already around me, it's hard, protective shell. The spices too surrounded me, a shell of smells and voices. And that other shell, my aged body pressing its wrinkles into me. Shell within shell within shell, and in most of all my heart beating as a bird" (TMS125). Tilo discovers herself caught up in the guidelines for being a Mistress of Spices. When Tilo attempts to violate the rules, the spices punish her by making her suffer.

Customers are something she will never tolerate. The spices alert Tilo with their irritated nonverbal cues, "For a moment I hold their glances and the air around us gross still and heavy. A few Chillies drop to

the floor, scattering like hard green rain" (TMS 6). Tilo aspires to advance in life and break down the obstacles that fabled spices have built all around her. The Indian Spices appear to be offended by Tilo's self-critique and her desire to create a new identity in addition to being a Mistress of Spices. She wants to go beyond the boundaries of Indian ethnicity in the context of mythical and traditional background, which makes her efforts for her transformation appear alien to the ethical principles of Indian Spices. In her amazing art of employing Indian spices for the treatment of Indian customers in America, Tilo paradoxically transforms into an alien. A mistress is not allowed to consider her own needs. Despite being extremely close, dependable in her conscience, and skilled in making diagnoses with the assistance of the Spices, the Spices overwhelm her therapeutic magical art; symbolically, the Spices reject her modern interventions for change in her life.

As a result, she receives complaints from her customers, and her business connection with Indian Spices is jeopardized, which causes her to feel guilty. Her clients' actions made her aware of, "A Mistress must crave her own wanting out of her chest, must fill the hollow left behind with the needs of those he serves" (TMS 69).

In essence, Spices want Tilo to stay focused on her 'self' and on 'her relationship with them', while Tilo wants to transcend the Indian cultural characteristics in her associations in America. In order to control her cultural beliefs, existential fate, and descent into boredom, Spices frequently act as supernatural beings. It implies that over time, despite her strictness or discipline in using Indian spices to treat clients' illnesses and performance issues, she eventually comes to dislike them. Tilo is reminded of her former First Mother's advice to practice penance in order to master the magical art of employing spices. She then requested her female students "Are you ready to give up your young bodies, to take on age and ugliness and unending service?" (TMS 40)

Due to her decisions and interpersonal interactions while residing as an immigrant far from her hometown, she becomes too alien in her magical art. In an effort to sabotage her diagnosis, Indian spices behave like annoyed otherworldly creatures. The Spices select the punishment if any mistress goes over her bounds. Some mistresses are forced to go back to the distant island of spices as a punishment. In a metaphor, giving up and coming back signifies the death of one's creativity and magical strength. A mistress is not supposed to get involved in the lives of her own customers, according to legendary rules. Tilo treats each and every one of her customers with kindness and compassion, regardless of the punishment. Tilo merely fulfills her responsibility to lessen other people's suffering. Her dedication to her clients and adding the spices let her keep that in mind always., "I will chant. I will administer. I will pray to remove sadness and suffering as the old one taught. I will deliver warning" (TMS 7).

Tilo overcame her physical and mental limitations due to her drive to serve others, leaving her store to pursue her ambitions in the Land of Opportunities and Promises, or America. When she first decides to remove the restrictions put in place for the Mistress of Indian Spices, she muses: "Today I plan to stretch my wings, to crack perhaps these shells and emerge into the infinite spaces of the outside world" (TMS 125). Tilo has no desire to violate the Spices or her artistic integrity. Spices' remark leaves Tilo in a quandary and creates doubt about the wrongness of her actions. Why is her diagnosis of a certain element not correct, her intellect asks her heart? Has she neglected to prepare the proper spice blend for medicine? Or have spices lost their therapeutic power over patients? The static, legendary Spices and the dynamic Tilo as a figure who enhances oneself are the two types of characters that the novelist creates a kind of uncertainty between in this situation. The Spices are

unwilling to evolve, and they make it difficult for Tilo to grow and change. Her belief that spices are fictitiously playing an equal role when providing therapy to customers is caused by Tilo's wealth and worries.

The medicinal effects of each Spice depend on Tilo having the proper ethical perspective; if she errs, the therapeutic effects of the Spices may also change. When she stays within her ethical and spiritual boundaries, she did when she learned occultism through the use of spices, spices typically work as a mentor. Another illustration of her existential choice is the bold notion she had to start dating Raven, an attractive American architect who visits Tilo's shop to buy some spice for his life. Due to his thoughts upsetting Tilo's peace of mind, she is unable to locate a spice for him. Raven is drawn to Tilo's archaic Indian beauty as well.

She develops feelings for him. She is not allowed to have any sexual contact with Raven because of the Spices. The spices quit responding to Tilo and became hostile. Her primal cravings are suppressed by Tilo's First Mother's menacing voice and the Indian Spices warning signs. Her involvement in such a relationship with a person of the opposite sex is forbidden by their persuasive argument because doing so could destroy her spiritual essence and bodily purity and would distract her from her duties and obligations. Tilo cannot help but fall in love with Raven. Even though she is aware of the reluctant spices' preferences and dislikes, she expresses her genuine concern for her connection with Raven.

Tilo requests from the Spices one day in which she can live according to her own desires and do anything she pleases. After that day, Tilo makes a pledge to Spices that she will pay for it by giving her life. Tilo finds it impossible to resist returning Raven's affection, and she quotes her: "For the first time I admit I am giving myself to love. Not the worship I offered the Old One, not the awe I felt for the

spices...the anger of spices, their desertion. The true risk is that I will somehow lose the love" (TMS219). Tilo uses spices to transform into a stunning physique like a celestial damsel in order to make Raven fall in love with both her body and soul and satisfy her emotional needs at least once in her lifetime.

The spices claim Tilo, "By tomorrow night Tilo, you will be at beauty's summit. Enjoywell. For by next morning it will be gone" (TMS263). The Old One ultimately advises her that if she wants to preserve the happiness of those she has aided, she must go back to the Island to atone for this error and many of her earlier sins. The critic Marline writes to outline her relationship with a man of the opposing sex, which is against Mistress Tilo's rules. Overwhelmed by her attraction towards Raven, Tilo, yields to her own wishes rather than those of the spices. (p.207). After that night, Tilo comes to her spice business and pleads with the Spices for her life. She believes that even if it meant leaving the Spices in order to win Raven's love, she would not do it. She demonstrated her devotion to the Spices and her art. While she was waiting for Shampati's fire to start blazing and return her to the Island of Indian Spices, a hazardous earthquake struck America. In the middle of the extensive wreckage, Raven is able to locate her. He travels with her into the northern mountains in search of his idealized version of paradise on earth. Tilo believes that the Spices have abandoned her or taken her magical ability away. There won't be any of Shampati's fire to burn for her. Tilo is constantly wondering why the Spices have not punished her while being aware that their mistress would never betray them.

Spices offered her the following response in response to Tilo's forgiveness: "Mistress who was, when you accepted our punishment in your heart without battling it, that was enough. Having readied your mind to suffer, you did not need to undergo that suffering in body also" (TMS 305). Tilo eventually comes to believe that only America is her true heaven

on earth. Raven is stopped on their path by her, who explains to him that there is no heaven on earth in the north, but rather, it is among the people who depend on them. Divakaruni seeks to convey the idea that by taking proactive steps in our life, we as humans have the ability to recreate an earthly paradise.

Tilo and Raven go back to Oakland in the conclusion of the novel. She goes by the name "Maya," which is a mythological term for an illusion, spell, enchantment, power to cast spells, etc. She settles down in America and carries on with her miraculous form of therapy. Tilo's Character depicts the dilemma of being torn between Indian and American traditions. Tilo aspires to adopt a culture that respects and cherishes uniqueness. Tilo makes an effort to shape her persona in the mould of American culture, which produces ambiguity and separates her from her prior ties to Indian spices. Similar to the experience she underwent as a child to obtain access to occultism by using Spices, she is currently going through a conflicted ordeal that is agonizing her life metaphorically. She went through bodily and mental suffering in the early years of her existence in an effort to purify herself. She once again comes to the same epiphany as she encounters her constraints as an Indian woman and as the Mistress of Spices.

The goal of Chitra Banerjee Divakaruni is to dispel myths. Through her problems and her protagonist, Tilo, she makes this statement. In this case, Merlin believes that "Tilo is forced to rethink her role as a healer beyond the simplistic split between her desires to help others and to help herself. In doing so, she conjures up a new American identity" (207).

## Conclusion

This paper illustrates that "spices" not only stir emotions within individuals but also possess their own emotional depth and influence. Food maintains an intrinsic connection to human existence across all

facets of life. Through the experiences of characters such as Haroun, Raven, and Jagjit, we witness how food has served as both a source of healing and a form of punishment, as seen in Tilo's consequences for disregarding the conditions set by First Mother. Spices have the ability to evoke emotions while simultaneously exerting control over them.

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## SETTLING THE SPECTRES: CULTURE OF REMEMBRANCE IN POST-WAR SRI LANKAN TAMIL MEMORYSCAPES

**Dr. P. PREETHU**

*Independent Scholar  
Thiruvananthapuram, Kerala*

### Abstract

*More than a decade has passed since the culmination of the Sri Lankan Civil War, which spanned 26 years and ended, according to the vanquished faction, in a genocide. It is one of the ill-fated events still misremembered and misrepresented, affecting the collective psyche of the survivors. Memory Studies thus becomes an important perspective on post-war Sri Lanka. This paper attempts to study how the war is remembered in the island nation, especially by the Tamil minority, marking it as a throbbing wound in its cultural memory. It studies the concepts of memorialisation, monumentalism and counter monumentalism in the Sri Lankan scenario, focussing on the Tamil perspective.*

**Keywords:** *sri lankan civil war, memorial, memory, memory studies, cultural memory*

Sri Lanka-the very mention of the name of this nation brings to mind contradictory images of peace and violence. What has this idyllic island with pristine coasts and lush landscapes to do with shocking memories of shelling, grenades and genocide in bloodcurdling brutality? What made violence an everyday affair there for close to three decades? Sri Lanka, the small island nation in the shape of a tear drop that falls off the Indian mainland, the land which poets fondly dubbed the "pearl upon the brow of India", has in its history a throbbing wound which has not yet healed. Christened the 'heart of the Indian Ocean' for its strategic location, the country witnessed many a violation of basic human rights during the brutal civil war which spanned more than a quarter of a century. The establishment of a quintessential ethnic identity was the *raison d'être* for many, and curbing it became the obligation of some others. The atrocities perpetrated by both the factions led to unfathomable violence and fatalities, the aftermaths of which are misremembered and misrepresented even today. The Sri Lankan Civil War was the result of many events that occurred over years, if not centuries, and how it was recreated in the minds of people.

Memory, in its individual, collective and cultural forms, plays a very important role in Sri Lanka. The spectres of the root causes of the war haunt the island nation, touching every aspect of life there with its cold fingers. The wounds that are still raw in the psyches of Sri Lankans cannot heal till the spectres are settled. In the island, a 'hauntological' situation exists. It would be interesting to analyse Sri Lanka along the lines of 'hauntology', a concept put forth by Jacques Derrida in *Spectres of Marx* (1993). He says that it happens when a deferred non-origin takes the place of a real presence.

Like a ghost, it haunts the present with the yearning of a future. Derrida describes how the spectre of Marx haunts Europe, even in the modern age. He writes: Ghosts arrive from the past and appear in the present. However, the ghost cannot be properly said to belong to the past. . . . Does then the 'historical' person who is identified with the ghost properly belong to the present? Surely not, as the idea of a return from death fractures all traditional conceptions of temporality. The temporality to which the ghost is subject is therefore paradoxical, at once they 'return' and make their apparitional debut. Derrida has been pleased to call this dual movement

of return and inauguration a 'hauntology', a coinage that suggests a spectrally deferred nonorigin within grounding metaphysical terms such as history and identity. (Buse and Stott 11)

If this concept is applied to Sri Lanka, we can find that the island nation is haunted by the spectres of imagined identities. In Jaffna Tamils, there is the spectre of Dravidian pride and the yearning for an imagined nation called *Eelam*. The Sinhalese are obsessed with the imagined identity of Buddha's lineage through the austere Theravada school of faith. The present, with the flesh-and-blood individuals, takes the backstage when these hauntings happen. Identity, in Sri Lanka, is constructed on these imagined premises. The concept of Tamil identity is not merely an individual one. It brings along with it a glorious history which is rooted in myth. It bears shocking tales of battle and bloodshed, and keeps alive the embers of a future space which would restore all the glory lost.

Culture of Remembrance (*Erinnerungskultur*) deals with how a social group preserves its history, as individual and collective perceptions, in its consciousness. It can range from the subjective to collective, ranging from family tree investigations, anniversary celebrations, documentation, restoration, presentation and representation of information through memorial sites, museums and monuments. These representations of memory could be geographical and symbolic locations, to which a group of people allot a collective memory function, or narratives which configure impressions of the 'self' and the 'other'. Having a vital function in the configuration of a national identity, it can be manipulated for political purposes. Giorgio Agamben speaks of remembrance as:

Remembrance restores possibility to the past, making what happened incomplete and completing what never was. Remembrance is neither what happened nor what did not happen but, rather, their

potentialization, their becoming possible once again. (*Potentialities* 267)

Cultural memory is an umbrella term which discusses the interaction between the past and present in a socio-cultural milieu. In the 'Introduction' to his work *Framing Public Memory*, Kendall R. Phillips discusses how Halbwachs saw history and memory as contrasting ways of evoking the past. While history gives a singular and authentic account of the past, memory deals with multiple, diverse, mutable, and competing accounts of past events (2). The victorious faction in Sri Lanka tried to create a collective memory at the cost of a thousand individual memories. It was also peppered with cultural elements. The many Buddha statues that line the A9 highway to Jaffna is an instance of how the government wanted the war to be remembered as a cultural victory too. Cultural memory selects and reconstructs events according to the requirements of the present. It need not be a close replica of the event, as it would be closer to fiction than reality. Data is borrowed from the present in this construction of reality. Pierre Nora's 'Lieux de Mémoire' or 'sites of memory' are those things (geographical places, edifices, memorials, art works, texts, actions) or historical persons and memorial days, which invoke the memory images of a place or event. These sites of memory are relevant only as long as people are ready to invest in it. In *Mediation, Remediation, and the Dynamics of Cultural Memory*, Erll and Rigney quote Olick and Robbins as: "if stories about the past are no longer performed in talking, reading, viewing, or commemorative rituals, they ultimately die out in cultural terms, becoming obsolete or inert" (2). Nora, in *Between Memory and History: Les Lieux de Mémoire*, *Representations* 26, puts it as:

Memory is life, borne out of living societies founded in its name. It remains in permanent evolution, open to the dialectic of remembering and forgetting, unconscious of its successive deformations, vulnerable to manipulation and appropriation,



susceptible to being long dormant and periodically revived. (8)

According to Jan Assmann, Honorary Professor of Religious and Cultural Theory at the University of Konstanz and Professor Emeritus at the University of Heidelberg, cultural memory is the faculty that lets us construct a narrative picture of the past and develop an image and an identity for ourselves through its course. Shaped by the symbolic institutionalised legacy present in memorials and other media that acts as mnemonic triggers to instigate meaning into the past, cultural memory can invoke even mythical origins in a community and work as a collective uniting force.

Astrid Erll, in *the Introduction to Cultural Memory Studies: An International and Interdisciplinary Handbook*, discusses the two levels on which memory and culture meet. The first level of cultural memory is concerned with biological memory, which is personal and is shaped by sociocultural context. The second level refers to the symbolic order, the constructed past shaped by external factors like media, practices, etc. 'Medial externalisation' spawns collective adaptations of an event. Different forms of representation elicit diverse modes of cultural remembering, namely the experiential, the mythical, the antagonistic, and the reflexive (390). Experiential mode signifies the past as a current experience. The use of first-person narrative and techniques like the stream-of-consciousness are common in this mode. It features a very exhaustive portrayal of daily life in the wartime and uses oral speech, chiefly sociolects. Mythicising mode represents a mythical past which serves as a foundation to the current events. Jan Assmann's concept 'cultural memory' is a good framework for such representations. In antagonistic mode, one version of the past is represented as the truth, rejecting all other perspectives. Negative stereotyping and bias are common in this mode of representation. Reflexive mode discusses methods and tribulations of remembering. Narratives featuring

the mechanism of memory, mosaic of diverse versions of the past, etc. are some of the techniques used in this mode. Erll also speaks about premediation and remediation, the former being how already existent media can provide a framework for future experience while the latter is about how events which are represented again and again would become sites of memory.

Abraham Moritz (Aby) Warburg, German cultural theorist and art historian, studied how motifs from earlier cultures returned and worked as cultural triggers to evoke memories. These symbols had an ancient pathos or emotional intensity, named as 'pathos formulas' (Pathosformeln) by Warburg, which made them agents of imagination. Their power does not fade with time. He considered them as cultural 'engrams' or 'dynamograms', which accumulate 'mnemonic energy' in a symbol. It is upon the memory of such symbols that culture exists. Warburg's concept of cultural memory was that of images and he named it 'social memory'. For him, works of art, not oral history, which could continue to exist for extensive time periods and go across vast spaces, were vital as medium in cultural memory.

The Sri Lankan War is a part of the nation's collective consciousness in multiple ways. The long war has created many generations of memory. The imagined nation-Eelam-has become a site of memory for the Tamils, especially after the war. It exists in the collective cultural memory of Tamils who are scattered around the globe. The war generated individual memories of suffering which transcended in scope to the collective. The trauma faced by the common man was a collective phenomenon. Stories were told to represent the pain, and individual tales of trauma became a part of the collective. Cultural memory was active in Sri Lanka for a long time. As a multi-ethnic society, the nation always faced the enigma of who came first. The Sinhalese believed Sri Lanka to be their haven while the Tamils claimed equal rights as they were, as they claim, a part of the

country since mythical times. Eelam, though it does not exist in the physical map of the world, is very much alive in the mindscape of Sri Lankan Tamils. What Eelam is for Tamilians is Buddhism for the Sinhalese, but the fact that they were the victors in the war has made a huge difference. Buddhism is an integral part of the Sinhalese psyche. The legend of Simhabahu, fathered by a lion, is their founding myth and the motif of lion has become a vital part of Sinhalese nationalism. Just like the lion, the tiger has become a cultural motif for Tamilians. The tiger was the symbol of the Chola Empire. Thus, both the lion and the tiger are symbols which evoke the cultural memory of the communities. It stores the mnemonic energy of a gallant past which triggers feelings of nationalistic pride in them. Both the symbols are part of the mythmaking process that occurred in the island and invoke cultural memories of gallantry in the members of the respective groups. When the lion takes the Sinhalese mind to its supposed ancestry from Simhabahu or the lion symbol in the flag carried by Prince Vijaya, the tiger reminds the Tamils of their Chola pride. Both thus account for the historicity of the race's existence in the island.

Literature, the creative re-conception of the past, is an autonomous 'symbolic form' (Cassirer 73) of cultural memory, like myth, science, religion, history and law, which generates meaning by narrativising events. John Bodnar's chapter in *Places of Public Memory: The Rhetoric of Museums and Memorials* discusses the need of remembering wars, as:

Encounters with state-sponsored trauma—as Jenny Edkins has argued—usually serve as a —revelation to people because such events —strip away the faith many have in their political community and expectations that belonging to such communities or nations will provide them with a safe and stable home and, for that matter, a future. Grievous losses in wartime can undermine the bonds of loyalty individuals have to a nation-state. That is

why the public remembrance of war is such an important subject in postwar cultures. (140)

Wars cause cultural struggles over the generation of meaning. What ensue are debates, different strata of meaning and a range of emotions that are at variance. The need for organising knowledge around something is supreme in such dialogues. Survivors tend to drift towards the mythical from the tragic literal world when trying to generate meanings. Jay Winter calls it 'traditional motifs' (*Sites of Memory* 5). It helps in providing answers to the 'why' of suffering and erases regret. There is a difference in how communities remember wars. While the nation erects memorials or museums, at the local level, it would be a listing of names of those who died. Personal sorrows are thus mourned more effectively in private. Were there any traditional motifs available in Sri Lanka to organise knowledge around? A decade since the culmination of the war, has the 'why' of the war been answered now? Unlike most wars, the Sri Lankan Civil War was an internal conflict which was fought at many levels. It was a political, religious, cultural, ethnic as well as economic struggle for power. Though they were citizens of the same country, both the Sinhalese and the Tamils were very different from each other. Both the communities were proud of their heritage and resisted any threats to it. When the war was fought, as well as when it is remembered, traditional motifs never served the purpose of uniting these communities.

After the war, the Sri Lankan government erected many memorials with traditional Sinhalese motifs. Many new Buddha figurines adorned public spaces. Statues of soldiers holding guns and Sri Lankan flags were erected in jubilation of victory. A community that was excluded from the mainstream remained in the country. Their personal sufferings were ignored. They did not have the rights to mourn their dead, let alone erect a memorial.

In the Introduction to *Mediation, Remediation, and the Dynamics of Cultural Memory*, editors Astrid

Erll and Ann Rigney write about the uses of cultural memory. It crafts and supports the identity formation of a faction, process collective trauma, re-interprets the past according to new paradigms, and resists forgetting and suppression of memory by hegemonic forces. Cultural artefacts play an important role in preserving memory. When it forbade the Tamils from mourning their dead in post-war Sri Lanka, the authoritarian government was trying to silence the 'other' versions of the war. It wanted the official record of the war to be the one and only version that existed. What it failed to realise was that memories cannot be erased by force. Its manifestation can be suppressed, but it will remain unhealed within the minds of the survivors. It is through the representation of their memories and telling of their stories that the trauma is bound to be addressed.

Erll, in *Memory in Culture*, discusses the role of media and mediation in the remembrance of events. Two processes, externalisation and internalisation, places mediation somewhere midway between the individual and collective. When personal memories get relevance and are distributed through media, it is externalisation and when an individual gets access to shared collective knowledge via media, it is internalisation. Mediation constructs versions of the past and encodes it. According to Sybille Kramer, mediation does not just put across messages, but instead build up an energy which outlines the modalities of our philosophy, perception, remembrance, and communication. 'Mediality' expresses the idea that our relationship to the world is shaped by the possibilities for distinction which media open up, and the limitations which they thereby impose. In *Understanding Media*, Marshall McLuhan launched the celebrated phrase 'the medium is the message' in the area of media theory, emphasising that "the personal and social consequences of any medium ... result from the new scale that is introduced into our affairs by extension of ourselves" (8). According to McLuhan, a medium has the ability to alter the

message. Cultural remembrance is thus shaped by media.

The concept of 'memorialisation' is also important in the scope of this study. Once an event is remembered, it should be preserved by being represented in a specific form. Memorials physically mark the memory of an event into the mindscape of a community. Monuments are physical installations which mark the memory of the event. A monument is defined as:

A construction or an edifice filled with cultural, historical and artistic values. The conservation and maintenance of monuments is justified by those values. Historically, the idea of the monument is closely tied to commemoration (of a victory, a ruling, a new law). In the urban space, monuments have become parts of the city landscape, spatial points of reference or elements founding identity of a place. Monuments can be enriched by educational and political functions [...] as well as artistic ones and those centered on commemoration. (*Encyclopedia of the City* 318)

In a war-torn country like Sri Lanka, remembering as well as representing the war is equally important. Memorials were constructed by the victorious side to flaunt their hard earned victory. According to Foucault, in every society the production of discourse is simultaneously controlled, selected, organized and redistributed according to a certain number of procedures whose role is to avert its powers and dangers and to cope with chance of events, to evade its ponderous, formidable materiality (210). Post-war Sri Lanka did not encourage discourses on the war, unless it was the glorification of the winning side. The government prohibited Tamils from remembering their lost kith and kin in public. Activists were silenced, representations were censored.

Inger S. B. Brodey, in *The Philosophy of War Films*, talks about the 'Vietnam Veterans Memorial', designed by Maya Lin, which is in the form of a wall

that sinks into the land, heavy with the weight of the names of the dead. It is an interactive experience which encourages the onlooker to walk through and participate in the experience of loss and personal mourning. The tribute of human loss is prioritised over the conservation of national repute. Such monuments can provide a final closure on this event (287). Memorials should thus be specific to the locality. A tall statue of a soldier can just commemorate the victory of the Sri Lankan Army but it fails to touch the lives of ordinary people who have lost a lot to the war. For them to remember the war, it should be represented in personal ways. For them, finding the name of a beloved one who died in the war listed would be a thousand times better than seeing an impersonal statue. A statue erected to mark the spot where Velupillai Prabhakaran was murdered radiates only power, forgetting how the Nandikadal lagoon turned red with the blood of the Tamil civilians. During the final phase of the war, civilians were apparently used as human shields by the LTTE and were prohibited from crossing-over to safety. The army, in order to capture the Tigers whom they believed to be hiding among civilians, attacked civilian areas, including hospitals and other no fire zones. The civilians moved towards the shores till they were caught in the tiny strip of land in Mullivaikkal where the army allegedly dropped shells on them and the Tigers shot those who tried to escape. Over 40,000 Tamils were massacred on the 18th of May, 2009.

The space is different for two factions. For the army, it denotes the end of a long conflict that ruined the country but for the Tamils, it is the site where they lost everything. Not considering the civilian memories with compassion and overshadowing it with authority is also like a war crime. The Sri Lankan Civil War is considered to be one of the conflicts most shrouded in secrecy. Spanning for about three decades, the arena of brutal war was shut off from the world. No journalists were allowed into the warzone that

witnessed the mass genocide of Tamils. It was a war between the authoritative government and the firebrand rebels which considered the civilian lives to be collateral damage. Civilians had disowned the war. Once it was over, the process of remembrance saw only the Sinhalese side being honoured. They made heroes out of the military and the victory was considered to be that of Buddhism. In such a multicultural society, a lot of people who lost everything were ignored because they were the minority. No edifices were erected for the civilian lives lost in the war. Their sufferings were denied recognition. When they lived as refugees in the misery of camps or in foreign lands, their past was declared to be a fabricated one. Benedict Andersen, in *Imagined Communities: Reflections on the Origin and Spread of Nationalism*, writes: "The nation's biography snatches. . . exemplary suicides, poignant martyrdoms, assassinations, executions, wars, and holocausts. But to serve the narrative purpose, these violent deaths must be remembered/forgotten as our own" (206).

Memorials were erected in Sri Lanka, on national, community, as well as personal levels, after the war. Most of them were meant to venerate the personnel of the armed forces who fought hard against the LTTE. Some of them are Kilinochchi War Memorial, Elephant Pass War Memorial erected in memory of Gamini Kularatne, War Heroes Monument / War Memorial Tower (Museum in Tangalle), Kokavil War Hero Memorial, Mailapitiya National War Memorial in Kandy, the memorial for the Indian Peace Keeping Forces (IPKF) located in Sri Jayawardenapura Kotte, the renovated memorial for the IPKF in Palaly, Jaffna and the victory 175 monument in Puthukkudiyiruppu. Some of the monuments feature the weapons used by the LTTE, like the war museum at Mullaitivu and the site of the fallen water tank in Kilinochchi. Atrocities against the major religion were also commemorated. The memorial museum to remember the monks killed by

the LTTE in the Aranthalawa massacre of 1987 was opened in 2013 while there were about 28 new Buddha Statues that were built along the A9 highway to Jaffna, some of them in close proximity to Tamil kovils (temples). Most memorials in Sri Lanka feature the imposing figure of a Sinhalese army man in fatigues. Though it is not uncommon for nations to venerate their military men, the case is different in Sri Lanka where the other side is not represented at all. For many, the sight of soldiers would trigger memories of the war and cause trauma. The civilians from both sides inhabit the same terrain. Soldiers patrolling the roads in huge vehicles is a common sight in Sri Lanka even today. It flaunts the authority of the government.

A monument, 'Shrine of the Innocents', was built in the mid-1990s, dedicated to those civilians who were victims to terrorism but it was pulled down to create a Water Park during the reign of Mahinda Rajapaksa. The Tamils were banned from mourning their dead or conducting any memorial services. It was much later during the rule of Maithripala Sirisena that civilian memorials were established at Mullivaikkal. It features a cemetery of stone markers and a statue which portrays a man holding a woman's corpse in his hand with a child standing nearby. There are creative memorials which commemorate the ordinary lives of people during the war. For instance, artworks as *The Incomplete Thombu* and *History of Histories* by Sri Lankan artist T. Shanaathanan belong to this category. He collected the sketches of ground plan of houses drawn by civilians from Tamil areas and compiled it. He also collected things which remind the war from 500 homes and exhibited in the Jaffna library. There are also virtual memorials in the cyberspace, like '30 Years Ago', an online initiative on the effects of the 1983 anti-Tamil pogrom, the preserve of audio recordings, transcripts, submissions and newspaper reports of the public hearings at LLRC Archives, archives like 'Websites at Risk' that preserve

sensitive content of websites which are at risk of censorship or deletion, etc.

Monumentalism is the practice in which establishments of power set up monuments in civic spaces to embody themselves or their system of belief, and maneuver the narratives of the history of that place into their version. It hijacks civic spaces and projects dominant ideologies on to it. Counter-monumentalism or anti-monumentalism is a standpoint in art that rose up against monumentalism. It contests the existence of any imposing force in civic spaces. It uses novel prototypes to commemorate and resist the monumentalist tradition. There is no dominant meaning in counter monuments but a multitude of possibilities for interpretations (Robey x). Rafael Lozano-Hemmer defines anti-monument as that which refers to an action, a performance, which clearly rejects the notion of a monument developed from an elitist point of view as an emblem of power (155). It brings out the omissions in official narratives and recreates memory discourses that were abandoned or silenced by the authorities. Counter memorials in Sri Lanka can be actions like the scattering of flowers at Nandikadal lagoon by the Northern Provincial Council member, T Ravikaran on May 18, 2018. It was a remembrance of the Tamils who lost their lives there. The day was declared as Tamil Remembrance Day. Counter monuments can help enact the trauma suffered and pave way for closure.

There should be an active memory discourse in Sri Lanka which would take into consideration the different memories of survivors. In a nation like Sri Lanka, claiming homogeneity would be farcical. Every person has seen the war differently. Unless one has the voice to present his/her version, psychological rehabilitation would remain a pipedream.

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# THE RISE OF THE GLOBALISATION AND ITS IMPACT ON THE AUTONOMY OF STATE AND ECONOMIC SCIENCE

**K. KRISHNAKUMAR**

*PhD Research Scholar*

*PG and Research Department of Economics  
Arignar Anna Government Arts College, Namakkal*

**Dr. M. MADHAVAN**

*Assistant Professor*

*PG and Research Department of Economics  
Arignar Anna Government Arts College, Namakkal*

## Abstract

*The purpose of this study is to investigate the case of globalisation and its impact on state sovereignty, analyzing the economic science as a case study. The importance of this study is to elucidate the origin and also the rise of globalisation within the world. This study discusses the recent theoretical analysis on how globalisation has affected property sovereignty and also the international economic science. The most objective of policy is to extend the role of globalisation strategies like trade, technology, and overseas networking. Globalisation features a dissimilar policy in supporting relations with states and conjointly independence from different states. The mean of economic globalisation is that the increasing of the world economic freedom. The most problems through that globalisation will have an effect on property sovereignty and economic science are examined and explained.*

**Keywords:** *finance; globalization; international relations; economic science.*

## Introduction

According to Oji & Ozoiko (2011) today globalisation has become a favourite catchphrase of everyone; journalists, economists, politicians, environmentalists, lawyers, and even farmers. Economic {process} is an associated degree ineluctable process that includes much each field in today's life. This method, in the main driven by fast and mostly unrestricted flows of knowledge, goods, ideas, cultural values, capital, services and folks shifts to the quite ever integrated world economy. Globalisation is recognized jointly of the foremost vital powers that have an effect on the globe economy. In step with Modelski (2007), "globalization could be a method on four dimensions: economic globalisation, world opinion formation, group action, and political globalization". This was rounded off with the assertion that changes one among these dimensions (such as economic globalization) can result in changes in different

dimensions" (Al-Rodhan and Stoudmann cited by Modelski, 2006). Economic globalisation has several characteristics and effects on the globe, like business, marketing, and trade. Sovereignty is that the character of the state of look and style of political organization; in addition, it may be comparative between military and economic power. Globalisation has hegemon on states economy, policy and conjointly community. Countries (especially undeveloped countries) cannot resist against globalisation, as a result of all world are coping with this development and as a rustic forestall its entrance it'll be out of the fashionable world community particularly within the economic side. The term globalisation refers to the mixing of native and international economies into a globally unified political economic and cultural order, and isn't a singular development, however a term to explain the forces that remodel associated degree economy into one

characterized by the embracement of the freer movement of trade, investment, labor and capital. the method of globalisation spurred larger economic process globally. This study can cowl the following: 1st, a historical summary of globalisation. Second, however did economic globalisation develop? Third, what's state sovereignty and once was it recognized? Finally, the impact of globalisation in sovereignty are going to be analyzed by considering 2 questions: however, will globalisation scale back the role of a country? however will globalisation have an effect on the independence of nations? Globalization

## Background

In recent years, the term "globalization" has gained widespread usage in both media and educational contexts, yet it's important to recognize that globalization is not a novel concept. The notion of globalization encompasses various definitions, spanning political, social, and economic dimensions. For the purpose of this study, we focus on its economic aspect.

Defined within the realm of international political economy, globalization signifies a phenomenon characterized by the expansion of economic activities across national borders, heightened interconnectivity in global trade, and an increased awareness of global economic dynamics (Dao, 2004). Eric (2010) contends that the study of globalization entails an examination of its impact on economic interdependence, national sovereignty, wealth distribution, and international trade. Furthermore, globalization often entails the deregulation of national economies, challenging traditional notions of sovereignty and ownership rights in the context of open markets. It intertwines policy frameworks with commercial relationships and geopolitical tensions.

Beeson (2003) posits that globalization serves as a transformative force within national governance structures, reshaping policies and priorities to accommodate the demands of an increasingly

interconnected global economy. As globalization seeks to transcend national boundaries, it breaks down barriers between markets, facilitating the flow of goods, capital, and services across geographic divides (Mostert, 2003). Additionally, globalization fosters monetary liberalization, prompting governments to relax domestic regulations and embrace international economic opportunities in order to stimulate growth (Odel, 2016).

The processes of liberalization and globalization exert profound effects on national sovereignty. Internally, liberalization restrains state intervention in economic affairs, while externally, it diminishes control over foreign trade and financial flows (Wall, 2012). Consequently, states face both proactive and reactive challenges in managing the impacts of globalization. Proactive measures involve aligning policies with the imperatives of globalization, while reactive responses entail mitigating crises and disruptions in the international economic landscape (Chaturvedi, 2012). In essence, globalization reshapes the role of the state, necessitating a recalibration of governance mechanisms to navigate the complexities of an increasingly interdependent world.

## The Rise and Origin of Economic Process

The emergence and ascent of globalization mark a confluence of economic, technological, cultural, and political dynamics, encapsulating the worldwide integration of societies and the compression of spatial and temporal dimensions in human interaction. Its roots delve deep into history, tracing back to the era when European powers expanded their economic dominance across Asia, Africa, and the Americas.

Though the concept of globalization crystallized in the twentieth century, its recognition as a significant phenomenon burgeoned approximately three decades ago, prompting scholarly scrutiny of its political and economic ramifications (Odel, 2016). The momentum of globalization gained traction notably during the nineteenth century amidst the backdrop of the industrial revolution. The proliferation of factories spurred an era of heightened production



and investment, fostering intercontinental trade networks where goods flowed between nations (Kobrin, 2009).

A pivotal example of early globalization is illustrated by the relationship between Great Britain and India. With the colonization of India by the British Empire, India became a strategic hub for British economic interests. For instance, the city of Madras emerged as a vital center for cotton production, supplying British traders with raw materials. Over time, the production landscape evolved, with Indian laborers across the country contributing to the burgeoning cotton industry, transcending the confines of Madras (National Geographic, 2011).

This historical narrative underscores how globalization transcends mere economic exchange, encapsulating complex interplays of power dynamics, cultural diffusion, and geopolitical maneuvering. From its nascent origins to its contemporary manifestations, globalization continues to shape the contours of our interconnected world, leaving an indelible imprint on societies and economies alike.

### **Economic Globalisation**

As we all know economic process mutually of the foremost necessary development at intervals the modern business and public atmosphere has resulted in important changes to individual countries in terms of economic development. Economic globalisation suggests that getting freedom in markets and wipe restrictions among nations, for instance, increasing the assembly facilities through wealth and technology, mutual selling enlargement, the developed economies of permanent fashion (Shangquan, 2000). The peace of Westphalia in 1648, it had been completed the impact of the responsibility of any international authority and recognized link selling of the new state system (Kobrin, 2009). The new transformation concerned the organization of politics. Exchanging regularity was associated with the worth of gold and secured rates,

integrated economic by likened to political combining, thus it had been an excellent purpose of the nations (Quiggin, 2000). In 1994, of the us, Mexico, and North {american country North American nation} as 3 neighbor countries have signed the North American trade Agreement (NAFTA), that finally finished all taxes on goods, granting the products and facilities economic process, additionally to individuals and thoughts, among these 3 countries (Ku and Yoo, 2013). it had been more developed by science and trendy information like economic system system, network selling, reduced prices of transition, making economic globalisation (Shangquan, 2000). international companies (MNCs) had a powerful influence on world economies between 1960 and 1970. Foreign Direct Investment (FDI) by yankee, Japanese and Western Europe advanced more, starting with a replacement historic period. Exposition company alliance with alternative county corporations, rather this corporation gained power on (MNC) and state corporations (Kobrin, 2009). The transformation economies developed city with international money capital created for serving alliances. As a result, the link and industrialized were dated to state economic globalisation thanks to recognizing countries that wished international trade to enhance their citizens' well-being (Goksel, 2004).

### **The Reorganization of Data and Power**

Nowadays all told geographic areas, firms area unit operational worldwide activities. specially for Asian countries, the flow of recent key technologies and their development is dynamical their specific variations (Shangquan, 2000). in line with Carnoy and Castells (2011), economic globalisation could contain careful and unequal combination of data and technology towards the globe marketplace. Also, it's an important role within the valence of international trade and economic development (Carnoy and Castells, 2001). once businesses transfer abroad, these edges become the most goals that firms should

follow once moving abroad (Mostert, 2003). Driven by developing market potential and growth, firms gain a scale and scope to come to their nation. They learn from a number one market, forcing competitors, growing markets, learning a way to do business in foreign countries, adding new skills and new jobs (ibid.). Technological blessings as well as growing interest in promoting performance, capitalization of labor skills and prices, the standing of the corporate through world success (Surugiu and Surugiu, 2015).

### **State Sovereignty and Economic Process Sovereignty**

Sovereignty is so usually confused with freedom, though the correct of sovereignty is predicated on credit by different sovereigns, and thus has some reasonably relationship with different states (Oji and Ozioko, 2011). They argued that sovereignty means that the acquisition of the correct and power, that establishes itself in numerous strategies, that principally accounts for its dynamical definitions. Sovereignty may be a controversial development, boundaries prohibit the zone over that a sovereign has political regulation, that actually controls the employment of power (Ku and Yoo, 2013). A sovereign state ought to be ready to create its political, economic and social life following its values and while not external impact or coercion. In exchange, it's an ethical obligation to shield and extend its citizens' political, economic and social rights (Wall, 2012). Over the centuries, the accord took on a a lot of complicated which means, with governments having obligations to their voters. Sovereignty ought to be taken because the independence of a territory among the worldwide order (Ku and Yoo, 2013). The domestic economy of states is reduced thanks to world economic development and also the institution of regional relations (Buchanan, 2012). within the new economic, social and political tasks, once the nice services and provision have to be compelled to increase economic

process, it controls the selection of policy choices offered, limiting power, involving a decline in wellbeing in advanced states (Wall, 2012). abundant of the state's economy is affianced in intangible possessions or merchandise, consequently not serving to the economic system, further as on-line and electronic investments and shared currency between many nations (Buchanan, 2012). in line with Wall (2012), while not associate improved economy or the initial capital marketplaces, while not competition for employment and specialties, sadly, states would be forced to decide on between economic development and Social Security facility. economic process will cut back the role and power of the state. First: many thinkers believe world economic promoting are developed by the state of presidency (Ku and Yoo, 2013). Second: economic process will raise the potency of a global organization to profit its independence and active the facility of themselves (Chaturvedi, 2012). Third: thanks to the fashionable policy of economic science and politics, economic process will modification jurisprudence and build new laws (Ku and Yoo, 2013). jurisprudence is that the law of the nations established within the world, which is able to have an effect on the obligations of every nation's behavior (Kobrin, 2009). Also, the developed instrument of the NGO (NGO) has the impact of limiting the capability of sovereignty (Ku and Yoo, 2013). The U.S. continues to be acquiring its role abundant more durable than the remainder of the globe (Kobrin, 2009). this manner of economic process could have a positive and negative impact on peacekeeping, or it should simply enable the USA to exercise a lot of economic power over the remainder of the globe, some teachers believe that economic process is serving the interest of the us and generally they decision it assimilation rather than economic process (Carnoy and Castells, 2001). the worldwide economy will be viewed completely as a result of it's multiplied trade among countries, and so the economy and inter-state relations profit (Buchanan,

2012). Negatively, America cannot manage its own world firms, as a result of they're not in their territories (ibid.). the most goal of the govt. is {to regulate to manage to management} area through border control, essential for sovereignty and peacekeeping (Ku and Yoo, 2013). Authority is that the political ideology that every nation uses its power to cope with internal and external conflicts. every state has the authority and management over the issues covering and linking domination over its legitimate sovereignty (Chaturvedi, 2012).

### Conclusion

In conclusion, globalization has transformed our world into a tightly-knit global community, erasing traditional borders and dismantling economic barriers. While this trend promises greater connectivity and efficiency, it also poses challenges, particularly for smaller nations, which may struggle to compete against the economic might of larger powers. Indeed, globalization has profound implications for the sovereignty of states, diminishing their ability to exert control over their societies both proactively and reactively. Of concern is the widening economic disparity between developed and developing countries. As smaller nations find themselves primarily reliant on imports from more economically advanced counterparts, the risk of exacerbating poverty and inequality looms large. This imbalance threatens the stability and sustainability of our global community, underscoring the urgent need for equitable policies that address the needs of all nations. At the heart of effective policy-making lies a strategic approach to harnessing the opportunities presented by globalization. This entails leveraging key pillars such as trade liberalization, technological advancement, and international collaboration to foster economic growth and development. However, it is crucial to recognize that the impact of globalization varies across different contexts, necessitating tailored strategies that uphold both national interests and global cooperation. Moreover, the rise of economic

globalization has reshaped the landscape of international relations, with states navigating a complex web of interconnected markets, financial systems, and labor dynamics. This dynamic environment demands agile responses from policymakers, who must contend with the pressures of global competition while safeguarding the interests of their citizens. In essence, globalization represents a double-edged sword, offering unprecedented opportunities for prosperity and progress while simultaneously posing formidable challenges for inclusive and sustainable development. By adopting a nuanced and inclusive approach to globalization, policymakers can steer our world towards a future where economic growth is equitable, societies are resilient, and opportunities abound for all.

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# **BEYOND THE CASE REPORT: OLIVER SACKS, THE POET LAUREATE OF MEDICINE, IN CONVERSATION WITH TEMPLE GRANDIN, THE REMARKABLE AUTISTIC PEOPLE OF ALL**

**M. SHALINI**

Research Scholar

Department of English

Pondicherry University, Pondicherry

## **Abstract**

*People with disabilities seek medicine disproportionately. The research paper probes into the experiences and challenges faced by PWD in seeking medical attention, limited accessibility, discrimination and lack of disability competence within the medical space. It explores the convergence and divergence between disability studies and medical humanities, shedding light on the quintessential need for mutual assistance. The central focus of the study is the renowned neurologist and contemporary doctor-writer Oliver Sacks's clinical tale, *An Anthropologist on Mars*, which recounts his encounter with Temple Grandin, an autistic activist. It emphasises Dr. Sacks' role in challenging stigmas and preserving a traditional, humane approach to medicine. The paper highlights Sacks' contribution to disability competence in neuroscience and Temple Grandin's assertion of her autistic identity, advocating for an acceptance culture over a cure culture. The paper adopts a qualitative approach. Scholarships provided by disability studies, health humanities, and mad studies will be used to establish the theoretical stance.*

**Keywords:** Autism, the culture of acceptance, the culture of cure, disability competence, medical space

## **Introduction**

Over-medicalisation, over-technologisation, and over-commercialisation are not the only problems to be criticised and discussed regarding today's medical science. Equally crucial, issues concerning lack of empathy, vexed doctor-patient relationships, decreased quality of life, and gender and healthcare disparities, all of which demand comprehensive discourse. Analogously, examining the encounters between medicine and disability should be made explicit because people with disabilities (PWD) also seek medical attention disproportionately. Studies reveal how PWD faces the burden of health effects and experiences substantial challenges in health care (Gudlavalleti 2018). Researchers criticise discriminatory attitudes PWD face, such as 'avoided or delayed necessary care' (VanPuymbrouck 6), limited accessibility of the facilities (Thiagesan 2022), and challenges in the medical space because of the lack

of practitioners with disability competency (Antonak and Livneh 2000; Lee et al. 2003; Keller 2022). Healthcare through fields of inter/transdisciplinary inquiries such as health humanities and mad studies is evolving but little for people with disability and neurodiversity.

In "The Politics of the Pedagogy: Crippling, Queering and Un-homing Health Humanities," Sayantani DasGupta, a health humanities instructor, interrogates the possibilities of integrating perspectives from disability studies and medicine. She advocates for decolonising the medicalised mindset that views everything through the lens of illness as the only remedy for this issue (143). Dr Shubha Ranganathan, in conversation with Hemachandran Karah on "Medical Humanities and Disability," also recognises that medical humanities, as a discipline and approach, holds promise in providing transdisciplinary perspectives for looking at

pain, illness, and disability. By comparing *Teaching Literature and Medicine* (2000) and *Disability Studies: Enabling the Humanities* (2002), the article "Disease Versus Disability: The Medical Humanities and Disability Studies" illustrates the gulf between disability studies and the medical humanities itself. This article reads how disability studies emerged to change "*policies, environments, and minds*" through activism while, on the other hand, medical humanities mushroomed to temper the "*heavily technological bent of physician education that stressed science too heavily*" (596). Herndl concludes that if both help their position without heeding one another, none of the fields, i.e., disability and medical humanities, will ever accomplish what they envisioned.

Although one of the primary focuses of medical humanities is to improve medical space, in recent years, scholars have pushed for the critical medical humanities, which carves for "*closer engagement with critical theory, queer and disability studies, activist politics and other allied fields*" (Viney et al.). Consumers/survivors/ex-patients-led movements of mental health, such as anti-psychiatry and mad studies, place their dissatisfaction by critiquing the current neurological medicine. Thomas Szasz, the psychologist, condemned his profession for arrogance, Deutsch exposed concentration camp-like conditions in mental hospitals, Goffman's topology of "total institutions", Foucault, Deleuze, and Guattari pressed for reform by criticising uncompassionate psychiatry. Alongside the antipsychotic movements and mad studies, the relatively new field also calls for academic researchers to criticise the dehumanisation practice and stigmatisation in psychiatry. Such research contributes not only to understanding the lived experiences of pain but also to wielding a persistent voice of critique and working explicitly toward social justice. Building on these assertions, this paper probes the experience of people with disabilities in the medical space through Oliver Sacks's clinical tale, *An Anthropologist of Mars*.

### **Oliver Sacks: Not a Mere Chest-Thumping Doctor**

Dr Oliver Sacks, the neurologist, scores significantly high among the doctors and contemporary doctor-writers. Sacks emerged as a one-person countertrend among the catalogue of contemporary doctor-writers. Once hailed by the *NY Times* as the 'poet laureate of medicine', Sacks authored nearly 14 pathographies, which he variously labelled as 'clinical tales', 'neurological novels' and 'romantic science'. Presenting his experience with neurodiverse patients, Dr. Sacks helped introduce syndromes like Parkinsonia, Tourette, Asperger's, and much more to the general public in a way they understand. His portrayals are not distant figures but more of one's next-door neighbours - a painter with colourblindness, a surgeon with Tourette, and a musician with visual agnosia. Not a chest-thumping doctor, Sacks is widely acclaimed for his clinical (hi)stories, including *A Leg to Stand On*, *Awakenings*, *Hallucinations*, *Island of Colorblind*, *Migraine*, *The Man Who Mistook His Wife for a Hat*, and *The Mind's Eye*.

*An Anthropologist on Mars*, the selected clinical tale was first published in *The New Yorker* under the column "A Neurologist's Notebook" on 27 December 1993. Subsequently, Dr Sacks compiled this tale, along with stories of six other individuals who have been visited by diverse neurological conditions - ranging from autism to amnesia - into the neurography titled *An Anthropologist on Mars: Seven Paradoxical Tales*. The seventh paradoxical tale, *An Anthropologist on Mars*, describes Dr Sacks, the *neuroanthropologist* (Sacks 18), encounter with Temple Grandin, one of the most exceptional individuals with autism.

From the father of medicine, Hippocrates, through the father of modern medicine, William Osler, to the father of modern neuropsychology, A.R. Luria, there has been a consistent argument that medicine is fundamentally both science and art, advocating for a humanistic approach to medicine. Dr Sacks, the doctor and writer, incidentally and evidentially follows

this legacy. In Sack's obituary, Charon also signalled how he was a significant influence on her and the field of medical humanities itself. In her words: "*his of Sacks-ian writing and mine of narrative medicine—were neighbours....We felt our kinship then, as doctors interested in the lives of the persons we treat and also as doctors who find some path toward perceiving, through writing, how we could help our patients*" (Charon 6).

As a physician, he desires to study the identity of the patients, not just the disease. In addressing the biopsychosocial model, he urges current neurological medicine to temper its orientation to biology and develop an intersubjective approach to an "*objective approach*" (16). Drawing on Foucault, Sacks defines the intersubjective approach as delving "*into the interior of morid consciousness, trying*" to see the pathological world with the eyes of the patient himself (Sacks 16). In the age of biomedicine, where patients are seen as cases and conditions by the sinister "medical gaze" (Foucault 9), Sacks has taken off his white coat, deserted the "total institution", i.e. hospital for he believed empathetic encounter cannot be made entirely inside the walls of the consulting room.

With this in mind, I have taken off my white coat, deserted, by and large, the hospitals where I have spent the last twenty-five years, to explore my subjects' lives in the real world, feeling in part like a naturalist, examining rare forms of life; in part like an anthropologist, a neuroanthropologist, in the field-but most of all like a physician, called here and there to make house calls, house calls at the far borders of human experience (Sacks 18).

### **Sacks and Grandin: A Neuroanthropologist and like an anthropologist on Mars**

The selected clinical tale *Anthropologist on Mars* unfolds on Sack's itinerary to meet the most incredible autistic person of all, Temple Grandin, Ph.D. in animal science, and a staunch advocate of neurodiversity rights. After spending a sufficient

amount of time describing and differentiating what, how come, and which are of autism, Sacks illustrates the misconceptions and stigma that medicine attributes to neurodiversity. In doing so, Sacks carved a niche for more profound and more humane medicine as an alternative to the veterinary approach that was in vogue (Sacks *A Leg* 15). By exemplifying the complexities of doctor-patient relationships, Sacks critiqued the current neurological medicine and envisioned a better future. As outlined earlier, one of the prominent charges against the medical model of disability is identifying the PWD as ill and their notion of ratifying it. Arthur Frank, the writer of *The Wounded Storyteller*, also reproached the over-investment of medicine in their belief that with their investment, all the conditions could be eradicated (Dasgupta 150). Medical schools are often blamed as one of the reasons among many for the lack of competence, as noted in *The Principles and Practice of Narrative Medicine*:

It was disability studies and disability activism that gave me the language to critique my own teaching. As someone trained in traditional medicine, I felt bound to a medicalised view of illness, disability, and health, whereby all the texts I assigned were filtered through a medicalised lens. I use "medicalisation" here to imply the ways that individuals with disabilities, diseases, or embodied differences have been "categorised as "sick" and placed under the jurisdiction of the medical establishment and medical professionals (Das Gupta 140).

As a physician with more than two decades of experience, Sacks illustrates how a father of an autistic child lamented about the supposed diagnosis that medicine coming up with - "*They come up with a new 'miracle' every four years - first it was elimination diets, then magnesium and vitamin B6, then forced holding, then operant conditioning and behaviour modification - now all the excitement is about auditory desensitisation and FC*" (393). Sacks, functioning as

a historian, documents the evolution of the definition of autism by figures like Kanner and Asperger, as well as the early stigma associated with it. He chronicles how individuals with autism were consigned to warehouse-like institutions, deprived of the rights to coexist with the so-called sane. Additionally, as a physician, he details the journey of Temple Grandin, highlighting her achievements that contribute to fostering awareness, dispelling stereotypes for the general public, encouraging a more humane approach in the medical community, and instilling fearlessness in parents of autistic children.

Normal children use clay for modeling; I used my feces and then spread my creations all over the room. I chewed up puzzles and spit the cardboard mush out on the floor. I had a violent temper, and when thwarted, I'd throw anything handy – a museum quality vase or leftover feces. I screamed continually... (Sacks 401).

When Temple Grandin met Oliver Sacks, she recounted her journey from childhood to adulthood as an autistic individual. Sacks, a physician who pays more attention to narratology than defectology, gives all his ears to her. Describing her early lived experience, Grandin narrates how stiffness, clawing, frustrations, rages, violent impulses, disorganisation, destruction, and chaos were the order of the day. When children her age used clay for modelling, Grandin describes how she *"used my feces and then spread my creations all over the room"* (401). She adds that in her third year, she had a *"violent temper, and when thwarted, I'd throw anything handy—a museum quality vase or leftover feces"* (Sacks 401).

Nevertheless, Grandin developed selective concentration, which calmed her amidst the chaos. When she was consulted, a diagnosis of autism was made and recommended for *"lifelong institutionalisation"* (402). This raises the question of whether, had Temple been institutionalised, she would have become the successful biologist, animal science engineer, professor, autistic rights activist

and author of *"Emergence: Labeled Autistic"* and *"Thinking in Pictures: Other Reports from My Life with Autism."*

Status quo tried to eradicate autism through "cure", a response with which the autism rights movement or autistic acceptance movement sprung up along with disability rights. For autistic individuals, including Temple Grandin, the idea of eradication caused alarm. Nobel Peace Prize Greta Thunberg explained how Asperger syndrome makes her *"different, and being different is a gift, I would say. It also makes me see things from outside the box"* (O'Malley). In this line, the idea of eradication alarmed her and she voiced that autism is part of what she is. In one of her articles, Grandin elucidates how parents and autistic adults are often angry about autism, considering it as a punishment or curse cast by god. However, if the so-called science eliminates the genes that caused this neurodiversity were eliminated, perhaps *the whole world would be taken over by accountants* (458). The sentiment Grandin echoes is not hers alone but of the autistic community. It is not the cure culture that PWD desires but that of acceptance culture.

## Conclusion

Oliver Sacks and his principles of treating his neurodiverse patient and the three defining characteristics of mad studies, as quoted in *The Routledge International Handbook of Mad Studies*, share a striking similarity. The first characteristic emphasises a divorce from rigid biomedical models. This call for an alternate model of medicine is a familiar one; say, George Engels tried to bring the model of the biopsychosocial model as an alternative. Similarly, Sacks also tried to move away from this rigid model of biomedicine as far as he could. There is much evidence for this claim in *An Anthropologist on Mars*, where he writes, *"a single glance may suffice for clinical diagnosis, if we hope to understand the autistic individual, nothing less than a total*



*biography will do"* (250). That said, the subsequent characteristics of mad studies, such as emphasising the first-person experience and knowledge and professionals aligning with user-led movement, are coincidentally present in Sacks' clinical tale. Thus, Sacks emerges as a one-man countertrend in carving the niche for disability competence in neuroscience.

In a society where autism was described in case reports as retarded, psychotic, abnormal, delinquent, undesired, freak, or robot Sacks presents Temple Grandin in the whole of her humanity - capable of happiness, whimsy, exuberance, longing, passion, musing and subterfuge (Silberman 321). With his clinical tale on Temple Grandin and also on Stephen Wiltshire, an autistic savant published in the collection *An Anthropologist on Mars*, Dr Sacks spearheaded a revolution against stigmas that surrounded autism, such as nerds who read books without comprehension, friendless, laughing and crying for no reason. Kate Edgar, a longtime assistant and editor of Oliver Sacks, notes the overwhelming reader response to *An Anthropologist on Mars*. She highlights how letters inundated the office, expressing people's desire for a name for their cluster of traits and their gratitude for someone perceiving autism from an acceptance perspective (321). In a nutshell, through his vivid, profound and nuanced portrayal of Grandin, Sacks reflects the challenges faced by people with neurodiversity in their daily lives while acknowledging the strengths they bring from their minds to their work. Through documenting Grandin's words, Sacks attacks the cure culture notion of medicine and society towards neurodiversity: "*If I could snap my fingers and be non-autistic, I would not-because then I wouldn't be me*" (Grandin).

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# EVOLUTION OF FOREIGN DIRECT INVESTMENT PATTERNS IN INDIA: A POST-REFORM ANALYSIS

**M. MAYAKKANNAN**

*PhD Research Scholar*

*PG and Research Department of Economics  
Arignar Anna Government Arts College, Namakkal*

**Dr. M. MADHAVAN**

*Associate Professor*

*PG and Research Department of Economics  
Arignar Anna Government Arts College, Namakkal*

## Abstracts

*India is now the last major frontier for globalize retail. Recent signals from the government however suggest that this may be about to change global supermarket chain stores such as Wal-Mart(United States), Carrefour (France), Marks and Spencer 08. Given India's large population and rapidly expanding middleclass, there is robust and growing demand to rapidly expanding market. The objectives of the present paper To study the trend and pattern of FDI in India after the introduction of economic reform. To analyze the impact of FDI on India's growth since reforms. To study the importance of FDI. Conclusion, the analysis of Foreign Direct Investment trends in India and its implications presents a multifaceted picture of the country's economic landscape. This entails fostering an attractive investment climate, promoting domestic competitiveness, and ensuring responsible management of foreign investments to foster sustainable economic growth and development in India.*

**Keywords:** *global, liberalization, fdi, retail sector, employment, india.*

## Introduction

India is now the last major frontier for globalize retail. In the 21years since the economic liberalization of 1991, India's middle class has greatly expanded and so has its purchasing power. But over the years, unlike other major emerging economies, India has been slow to open its retail sector to foreign investment. Recent signals from the government however suggest that this may be about to change global supermarket chain stores such as Wal-Mart(United States), Carrefour (France), Marks and Spencer 08. Given India's large population and rapidly expanding middleclass, there is robust and growing demand to rapidly expanding market. Table 1 shows the growth in private consumption and expenditures across categories to highlight this trend. In the past few decades, large retailers have

experienced substantial growth around the world. Table 2 show the average per cent of the retail sector in total employment over the given time and Tesco (UK) and Shoprite (South Africa) may finally be allowed to set up shop in India. Foreign direct investment (FDI) in the retail sector in India is restricted in 2006, the government eased retail policy for the first time, allowing up to 51 Percent FDI through the single-brand retail route (see Section 2 for a classification of organized retail in India). Since then, there has been a steady increase in FDI in the retail sector, and the cumulative FDI in single-brand retail stood at \$195 million by the middle of 2010 (DIPP Report, 2010) Foreign investment in the single-brand retail sector in India has been resilient to the global economic crisis of 2007–period.

## Indian Scenario of FDI

India's economy is mostly dependent on its large internal market with external trade accounting for just 20% of the country's GDP. Until the liberalization of 1991, India was largely and intentionally isolated from the world markets, to protect its economy and to achieve self-reliance. Foreign trade was subject to import tariffs, export taxes and quantitative restrictions, while foreign direct investment (FDI) was restricted by upper-limit equity participation, restrictions on technology transfer, export obligations and government approvals; these approvals were needed for nearly 60% of new FDI in the industrial sector. Since liberalization, the value of India's international trade increased sharply. India's major trading partners are the European Union, China, the United States and the United Arab Emirates.

The economic development of a developing nations very much depends on the import machinery, technical knowhow, spare parts and even raw materials. One method of paying for the imports is to step up exports. This is possible, if the Government is prepared to curtail consumption drastically and export more simultaneously curtailing import of consumption goods. Russia, China, and others had adopted this method after the establishment of communist governments in these countries.

The second alternative of getting foreign technology and equipment is to depend upon foreign assistance in some form or the other. Most countries of the world that embarked on the road to economic development had to depend on foreign capital to some extent. But the arguments say that foreign capital contributed in many important ways to the process of economic growth and industrialization.

## Need and Scope of the Study

After Independence issues related to foreign capital, operations of MNCs gained attention of the policy makers. The Industrial Policy Resolution of 1948 and 1956 that aims FDI as a medium for acquiring

advanced technology and to mobilize foreign exchange resources.

The government of India with the help of World Bank and IMF introduced the macro-economic stabilization and structural adjustment program. These results, India open its door to FDI inflows and adopted more liberal foreign policy in order to restore the confidence of foreign investors. At the same time the government pursuing a policy of holding maximum shares of foreign subsidiary companies or to boost up exports through the agency of foreign firms.

Even though, India's FDI policy has been gradually liberalized to make the market more investor friendly. India is consistently ranked among the top three global investment destinations by all international bodies, including the World Bank, according to a UN report.

Since globalization the scenario is started changing. The government gives due importance to foreign direct investment. The restrictions are lifted up on various categories of industries. The present Indian government invites up to 100 per cent foreign direct investments in various sectors and raises the slogan "Make in India".

Brava Malhotra<sup>1</sup> states that FDI in India has had a positive impact. FDI inflow supplements domestic capital, as well as technology and skills of existing companies. He believes that FDI helps to establishing new companies and contribute to economic growth of the Indian Economy.

Kumar and Kartika<sup>2</sup> found that FDI has a major role to play in the economic development of the nations. Most of the countries have been making use of foreign investment and technology to accelerate the place of their economic growth.

<sup>1</sup> Ibid

<sup>2</sup>Kumar, Gajendran Lenin and Karthika, S., Sectoral Performance through Inflows of Foreign Direct Investment (FDI) (November 9, 2010).

Even though most of the research studies on FDI advocate the importance of foreign capital, there are some arguments questioning the importance of FDI. Balasubramaniam and Sapsford<sup>3</sup> observed that India may not require increased FDI because of the structure and composition of India's manufacturing, service sectors and her endowments of human capital and the country is in a position to unbundle the FDI package effectively and rely on sources other than FDI for its capital requirements.

Everyone got attracted the huge inflow of foreign money, but most of the studies are not analyzing the real impact of FDI in any economy in detail. In this context the present research investigation aims to examine Impact of FDI on the Indian Economy, particularly after two decades of economic reforms under the light of globalization era.

### Trends and Patterns of the Inflow of FDI in India

India's economic reforms way back in 1991 has generated strong interest in foreign investors and turning India into one of the favorite destinations for global FDI flows. According to A.T.Kearney, India ranks second in the World in terms of attractiveness for FDI. A.T.Kearney's 2007 Global Services Locations Index ranks India as the most preferred destination in terms of financial attractiveness, people and skills availability and business environment. Similarly UNCTAD's World Investment Report, 2005 considers India the 2nd most attractive destination among the TNCs. The positive perceptions among investors as a result of strong economic fundamentals driven by 18 years of reforms have helped FDI inflows grow significantly in India. The FDI inflows grow at about 20 times since the opening up of the economy to foreign investment. The following table depicts the data relating to the status of FDI in India for the period of 1991-2011.

### Objectives

In the light of the above following objectives are framed for the present paper.

- To study the trend and pattern of FDI in India after the introduction of economic reform.
- To analyze the impact of FDI on India's growth since reforms.
- To study the importance of FDI.

### Foreign Direct Investment in India Financial Yearwise FDI Equity Inflows

S. No.	Financial Year	Total FDI Inflow	Percentage growth over the previous year (in USD terms)
1	2000-01	4,029	-
2	2001-02	6,130	(+) 52 %
3	2002-03	5,035	(-) 18 %
4	2003-04	4,322	(-) 14 %
5	2004-05	6,051	(+) 40 %
6	2005-06	8,961	(+) 48 %
7	2006-07	22,826	(+) 155 %
8	2007-08	34,843	(+) 53 %
9	2008-09	41,873	(+) 20 %
10	2009-10	37,745	(-) 10 %
11	2010-11	34,847	(-) 08 %
12	2011-12	46,556	(+) 34 %
13	2012-13	34,298	(-) 26 %
14	2013-14	36,046	(+) 5 %
15	2014-15	45,148	(+) 25 %
16	2015-16	55,559	(+) 23 %
17	2016-17	60,220	(+) 8 %
18	2017-18	60,974	(+) 1 %
19	2018-19	62,001	(+) 2 %
20	2019-20	74,391	(+) 20 %
21	2020-21	81,973	(+) 10 %
22	2021-22	84,835	(+) 3 %
23	2022-23 (P)	71,355	(-) 16 %
24	2023-24 (up to Dec. 23)	51,503	
CUMULATIVE TOTAL (from April, 2000 to Dec, 2023)		9,71,521	-

This data table encapsulates the financial year-wise trends in Foreign Direct Investment (FDI) influx

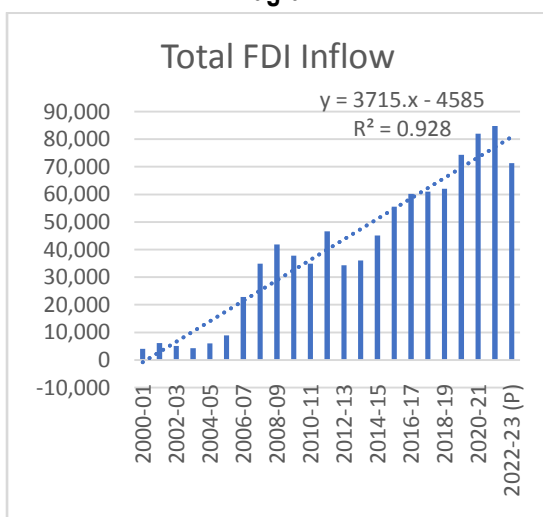
<sup>3</sup>Balasubramaniam V.N, Sapsford David, "Does India Need a Lot More FDI", *Economic and Political Weekly*, 2007

into India, juxtaposed with investments by Foreign Institutional Investors (FII) across various categories like equity, reinvested earnings, and other capital. The FDI inflow exhibits notable undulations over the years, reflecting the dynamism of global investment flows.

A discernible surge in FDI inflow is evident from 2005-06 to 2007-08, marking a commendable growth trajectory. However, intervals of downturn, notably from 2008-09 to 2009-10 and 2012-13 to 2013-14, punctuate this upward trend. Across different years, FDI inflow manifests both positive spurts and negative ebbs, depicting the inherent volatility of international investment patterns.

The cumulative FDI influx from April 2000 to December 2023 underscores a substantial overall investment volume into India, tallying approximately USD 9.71 trillion. The latest entry for 2023-24, capturing data until December 2023, indicates a downturn in FDI compared to the preceding fiscal year, adding another layer to the nuanced narrative of investment dynamics in India.

**Diagram**



It is formed that there has been substantial improvement in the inflows of FDI to India. However, keeping in view the parameters of the global FDI supply position and the need of India in terms of

further FDI, there are certain aspects need to be considered for sustaining the flow of FDI to India. The current institutional system does not provide a mechanism for aggressive marketing of India as a FDI location. The Indian investment center, due to the lack of overseas offices, is not in a position to promote India abroad. It is now desirable to develop mechanism that will have the private sector as an integral partner. Several alternative models may be analyzed and developed to identify the best mechanism suited to India's needs.

Therefore a conducive business environment is required to attract FDI flow by providing better infrastructure, hassle free government procedures and most importantly, a degree of autonomy and freedom in various decision making processes. Encouraged by the favorable business environment fostered by the global liberalization, the international private capital flows have been increasing rapidly. Cross-border M&As has been the major driver of the recent surge in the FDI. Foreign capital now contributes a significant share of the domestic investment, industrial production and exports in a number of economies. The presence of any or even all the determinants of FDI alone need not attract it. Several other factors like the political environment, government policies, bureaucratic culture, social climate, infrastructural facilities etc. are also important determinants of FDI. Although India has substantially liberalized its foreign investment policy, the FDI inflows have been much below the targets. India has not been getting even one-tenth the size of FDI flow to China. Not only that the FDI inflow has been disappointing, but it is also feared that there signs of capital flight from India. Bureaucratic problems, certain unfavorable government attitudes, poor infrastructure, labor factors, high input costs etc. are regarded as the major reasons.

Thus it can be concluded that no doubt, a country needs more investment to bring overall development in the economy. As mentioned earlier FDI facilitates

certain benefit to host countries but FDI alone cannot ensure higher GDP growth as well as HDI. Thus, it can be suggested that while attracting more FDI, it is mandatory to frame suitable policies that will promise overall development in our country which includes growth of economic, social and human resource. Because FDI to an extent helps the country to meet its capital and technological requirements for industrial growth but developing country like India must follow effective policies that should bring inclusive growth and sustainable development. For and Against of FDI in India.

**Table 2 Share of Top Investing Countries' FDI Equity Inflow**

Rank	Country	Cumulative Equity Inflow * (April, 2000- Dec. 2023)	Percentage out of total FDI Equity inflow (in terms of USD)
1	Mauritius	10,14,876	26%
2	Singapore	10,55,902	23%
3	U.S.A.	4,29,346	9%
4	Netherland	3,02,213	7%
5	Japan	2,58,628	6%
6	United Kingdom	2,00,823	5%
7	UAE	1,27,118	3%
8	Cayman Islands	1,06,859	2%
9	Germany	86,734	2%
10	Cyprus	79,378	2%
TOTAL FDI EQUITY INFLOW FROM ALL COUNTRIES		42,44,132	

\* Includes inflow under NRI Schemes of RBI.

The table displays Foreign Direct Investment (FDI) equity coming into India from different countries during the financial years 2021-22, 2022-23, and

2023-24 (April to December), along with the total inflow since April 2000.

The Services Sector and Computer Software & Hardware are the top two sectors attracting FDI equity, making up 31% of the total inflow since April 2000. However, there's been a decrease in FDI equity inflow over the past three financial years.

The Services Sector has received the most FDI equity, with ₹6,74,807 crore since April 2000, which is 16% of the total. Following closely, the Computer Software & Hardware sector has attracted ₹6,81,029 crore, making up 15% of the total FDI equity inflow.

This decline might be because of different reasons, like changes in global economy, government policies, or how attractive India is for investments.

### Implications of Foreign Direct Investment in India

The implications of Foreign Direct Investment (FDI) can be categorized into two main types: positive and negative. On the positive side, FDI brings much-needed capital to the target country, addressing gaps in domestic investment. Additionally, foreign investors often possess resources and expertise to finance projects more efficiently and affordably. Moreover, FDI often leads to job creation as foreign corporations establish operations, contributing to employment opportunities. Importantly, FDI introduces new technologies and managerial practices not previously available in the target country, enhancing productivity and competitiveness. Furthermore, foreign investment facilitates access to international markets, aiding in the expansion of domestic industries. Beyond economic benefits, FDI can catalyze structural changes in the economy and foster improvements in the business environment. It also promotes the adoption of clean technologies, thereby contributing to environmental sustainability. Additionally, foreign corporations typically offer higher wages, elevating standards of living and driving economic growth. Moreover, FDI tends to have positive effects on the

trade balance, bolstering exports and reducing trade deficits.

Conversely, there are negative implications associated with FDI. Firstly, foreign corporations may acquire local companies with the intention of shutting them down, potentially leading to job losses and market concentration. Additionally, the "crowding out" effect may occur if foreign corporations dominate the domestic market, stifling competition and disadvantaging local businesses. Moreover, foreign investment can result in job cuts as companies streamline operations or relocate production. Furthermore, reliance on foreign suppliers by multinational corporations can increase imports, potentially exacerbating trade imbalances. Repatriation of profits by foreign investors can strain the balance of payments, particularly if outflows exceed inflows over time. Lastly, the rapid wage growth within foreign corporations may influence similar demands in the domestic sector, posing challenges for wage moderation and inflation control. Overall, while FDI offers significant opportunities for economic growth and development, it is essential for policymakers to carefully consider and manage its potential downsides to ensure balanced and sustainable outcomes.

## Conclusion

In conclusion, the analysis of Foreign Direct Investment (FDI) trends in India and its implications presents a multifaceted picture of the country's economic landscape.

The fluctuating nature of FDI influx over the years underscores the dynamic interplay of global investment dynamics, with periods of growth punctuated by downturns. While the cumulative FDI influx reflects a substantial overall investment volume into India, recent data indicating a decrease in FDI underscores the need for a nuanced understanding of the factors influencing investment patterns.

The dominance of the Services Sector and Computer Software & Hardware in attracting FDI equity highlights key areas of interest for foreign investors, despite the recent decline in FDI equity inflow. This decline may stem from various factors, including shifts in global economic conditions, changes in government policies, or evolving perceptions of India's investment climate.

Moreover, the delineation of positive and negative implications of FDI underscores its multifaceted impact on the Indian economy. While FDI brings capital, technology, managerial expertise, and market access, it also presents challenges such as potential job displacement, import dependence, and balance of payments concerns.

Therefore, policymakers and stakeholders must carefully navigate these dynamics to leverage the benefits of FDI while mitigating its potential drawbacks. This entails fostering an attractive investment climate, promoting domestic competitiveness, and ensuring responsible management of foreign investments to foster sustainable economic growth and development in India.

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## MAPPING THE CONTOURS OF MULTICULTURALISM IN AMITAV GHOSH'S *THE GLASS PALACE*

**POOJA PRADEEP**

Assistant Professor

Department of English

Saraswathi College of Arts and Science, Kerala

### Abstract

*The paper titled "Mapping the contours of multiculturalism in Amitav Ghosh's The Glass Palace " traces Ghosh's perception on Multiculturalism. The novel is set across Burma, India, and Malaya, which had its background laid under the Third Anglo-Burmese War and the conquest fall of the Konbaung Dynasty in Malaya through the Second World War to the late twentieth century. The name of the novel is derived from The Glass Palace Chronicle which is an old Burmese historical work commissioned by King Bagyidaw in 1829. The Glass Palace stands as a testament to the intricacies and complexities of multiculturalism within the backdrop of British colonialism in the Southeast Asia . Moreover, Ghosh explores how colonialism impacts multiculturalism, as the British colonial presence in the region exacerbates tensions between different ethnic groups while also bringing them into contact with each other. Proponents of multiculturalism believe that people should retain at least some features of their traditional cultures. This paper deals with how the concept of multiculturalism is evidently put forward in the novel.*

**Keywords:** multiculturalism, the glass palace, amitav ghosh

Multiculturalism can be described as the manner in which a given society deals with cultural diversity. Based on the underlying assumption that members of very different cultures can coexist peacefully, multiculturalism expresses the view that society is enriched by preserving, respecting and even encouraging cultural diversity. Multiculturalism is a concept that celebrates the coexistence of diverse cultural groups within a society. It recognizes the richness and complexity of human cultures, encompassing differences in ethnicity, language, religion, customs, and traditions. It promotes pluralism by encouraging the acceptance of multiple perspectives and beliefs, fostering dialogue and understanding among different cultural communities. Multiculturalism also emphasizes tolerance, aiming to reduce prejudice and discrimination thus promoting peaceful coexistence. Through strategies such as integration initiatives and cultural preservation efforts, multiculturalism seeks to empower individuals and communities to maintain their cultural heritage while

participating fully in society. Similarly, sociological resources more often define multiculturalism as a system of beliefs and behaviours that recognises and respect all groups in society.

The characters in the novel navigate a landscape formed by diverse cultural influences, and the interaction between the characters shows both the challenges and harmonies formed by the multicultural society. Learning from each others the characters in the novel tries to accept the diversity in their identity and backgrounds. The protagonist of the novel Rajkumar, is an Indian descent but grows up in Burma, and experiences a blending culture of India, Burmese, and British . His journey reflects the fluidity and complexity of cultural identity in a multicultural society. Amitav Ghosh's long historical interpolations tether the identities of his characters to a common, family experience. The displacement of the nation, more specifically, Burma lies in the transition between first and second-wave British imperialism. Similarly, characters like Dolly, Uma, Saya John and Arjun

come from mixed cultural backgrounds, and illustrates the interconnections of different ethnicity and traditions in the region.

The "salad bowl theory" is a metaphor for multiculturalism that contrasts with the concept of the "melting pot." The melting pot suggests that different cultures blend together to form a single homogeneous culture, whereas the salad bowl theory suggests that diverse cultures coexist while maintaining their distinct identities, much like ingredients in a salad.

In the context of *The Glass Palace* by Amitav Ghosh, the salad bowl theory can be seen reflected in the depiction of Southeast Asia during the colonial era. The characters in the novel come from diverse cultural backgrounds, including Indian, Burmese, Malay, and British, among others. Rather than assimilating into a single culture, they retain their distinct identities while interacting with one another within the broader context of colonial society.

Dolly's character in *The Glass Palace* provides an insightful perspective on multiculturalism within the context of Southeast Asia during the colonial era. Dolly is brought upon a mixed heritage, with a Burmese mother and an Indian father, and she grows up in a society where various cultures intersect and coexist. She moves between Indian and Burmese communities with ease, bridging cultural divides and forming connections with people from diverse backgrounds. Her adaptability highlights the fluid nature of cultural boundaries and the potential for cultural exchange and integration. She forms close bonds with individuals like Rajkumar, Uma, and Arjun, transcending ethnic divisions and forging meaningful connections based on shared experiences and mutual respect. Through these relationships, Dolly embodies the spirit of multiculturalism, embracing diversity and celebrating cultural exchange.

Dolly, who is of mixed Burmese and Indian heritage, marries Rajkumar, an Indian man who was raised in Burma. Their marriage represents an inter ethnic union, highlighting the intersection of Indian

and Burmese cultures. Their relationship challenges traditional notions of cultural boundaries and demonstrates the potential for cultural exchange and integration within multicultural societies. We can see a cultural adaptation between them as an Indian man living in Burma, Rajkumar must reconcile his Indian identity with the cultural norms and practices of Burmese society. Similarly, Dolly, who is of mixed heritage, must navigate the tensions between her Indian and Burmese identities within the context of their marriage.

There persisted many situations where Dolly and Rajkumar must negotiate the expectations of their families, which may have differing cultural traditions and values. For example, when Dolly's mother disapproves of her marriage to Rajkumar initially, it highlights the clash between traditional family expectations and the couple's personal choices. They do participate in cultural celebrations and traditions from both Indian and Burmese cultures. For instance, they celebrate festivals like Thingyan, the Burmese New Year, while also observing Indian customs such as Diwali. These instances showcase the fusion of cultural influences within their marital life. Although "The Glass Palace" primarily focuses on the experiences of Rajkumar, Dolly, and other adult characters, the existence of their children serves as a reminder of the ongoing interplay of multiculturalism within the narrative. Their presence underscores the continuity of cultural identity and heritage across generations, as well as the evolving dynamics of colonial society in shaping individual lives and experiences.

Another character in the novel namely Saya John is a character of mixed heritage, with a Burmese mother and a British father. His upbringing and experiences reflect the complexities of navigating multiple cultural identities within colonial Southeast Asia. Saya John is fluent in multiple languages, including Burmese and English, which allows him to move comfortably between different cultural contexts.

Through his education and social interactions, Saya John engages in cultural exchange and learns about different traditions, languages, and customs. These experiences enrich his understanding of multiculturalism. As the son of a British colonial official, Saya John enjoys certain privileges and opportunities denied to others in colonial Southeast Asia. His social status affords him access to elite circles and positions of influence.

Ma Cho is a character who embodies various aspects of multiculturalism within the context of colonial Southeast Asia. As a Chinese immigrant living in Burma, Ma Cho's experiences shed light on the intersections of ethnicity, identity, and cultural adaptation. Ma Cho's teashop was a focal point for interactions between characters from diverse cultural backgrounds. Customers from various ethnicity frequent her establishment, including Burmese, Indian, and British individuals.

Through her tea-shop, Ma Cho facilitates cultural exchange and dialogue among different communities. Customers come together to share stories, exchange news, and engage in discussions, highlighting the interconnectedness of multiculturalism in colonial Southeast Asia. Ma Cho's interactions with her customers provide insights into the complexities of multicultural relationships. For example, she converses fluently in multiple languages, demonstrating her ability to bridge cultural divides and connect with people from different backgrounds. Taking an instance, Ma Cho engages in a friendly exchange with a British officer who frequents her teashop. Despite their cultural differences, they share a mutual respect and understanding, challenging stereotypes and fostering cross-cultural understanding.

In culmination, "The Glass Palace" by Amitav Ghosh shows a clear examination of multiculturalism through its portrayal of diverse characters and the intricacies of colonial Southeast Asian society. Through the narrative lenses of Rajkumar, Dolly, Saya

John, Ma Cho, and others, the novel provides a multifaceted exploration of cultural diversity, adaptation, and interaction within a complex socio-historical context.

The characters depicted in the novel serve as conduits for various facets of multiculturalism, ranging from negotiation of hybrid identities to the forging of cross-cultural relationships. Their individual trajectories intersect to reveal the malleability and contestation of cultural boundaries within the colonial milieu.

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## A STUDY ON SUGARCANE PRODUCTION AND PRODUCTIVITY TRENDS IN INDIA

**Dr. P. ANBALAGAN**

*Associate Professor & Research Supervisor  
Head, Department of Economics, Vice & Principal  
Voorhees College, Vellore*

### Introduction

Sugarcane (*Saccharum officinarum*) is a tall, perennial grass belonging to the Poaceae family, widely cultivated in tropical and subtropical regions for its sweet juice. With a rich history dating back thousands of years, sugarcane holds immense importance in various aspects of human life, agriculture, and the economy. Sugarcane has a long and storied history, originating in Southeast Asia and spreading to other parts of the world through trade and exploration. Ancient civilizations such as India, China, and Persia recognized its sweetness, using it not only as a sweetener but also for medicinal purposes. The economic significance of sugarcane is colossal. It is a major cash crop, with its primary product being sugar. The sugar industry provides employment to millions of people globally, from farmers to factory workers. Additionally, by-products such as molasses, bagasse, and ethanol contribute significantly to various industries, including energy production and distillation. Apart from sugar production, sugarcane finds applications in various industries. The fibrous residue, bagasse, is used for the generation of bioenergy, paper production, and as a feedstock for various industrial processes.

Additionally, sugarcane is a source of ethanol, a renewable and cleaner alternative to fossil fuels. India's agricultural strength and significant place in the world market are demonstrated by the country's sugarcane industry. Sugarcane, produced over a vast area of around 5 million hectares, is the nation's second major industrial crop, making a significant contribution to millions of people's standard of living

and economy. The development of sugarcane farming in India over the last 70 years has been nothing short of spectacular. The extensive data from 1930–1931 to 2010–11 shows a steady and remarkable increase in several areas. A significant sign of the rising significance and demand for sugarcane throughout the agricultural landscape is the increase of the cultivated area, which went from 1.18 million hectares to 5.0 million hectares.

One of the most notable achievements in sugarcane cultivation has been the significant rise in productivity. The increase from 31 tonnes to 70 tonnes per hectare showcases advancements in agricultural practices, technology adoption, and research-led innovations. Such enhancements in productivity not only signify the resilience of Indian farmers but also contribute to meeting the rising demand for sugar and its by-products. This surge not only highlights the efficacy of agricultural practices but also emphasizes the pivotal role sugarcane plays in providing raw material for various industries, especially the sugar sector. The growth of the sugarcane industry in India is not merely quantitative; it has far-reaching socio-economic implications. The industry serves as a lifeline for millions of farmers, providing employment and livelihood opportunities. The interconnectedness of sugarcane cultivation with rural economies further underscores its importance in fostering economic development. However, it's crucial to acknowledge the challenges that accompany this success story. Environmental concerns, water usage, and the need for sustainable practices in sugarcane farming pose

ongoing challenges that require strategic interventions. Balancing growth with environmental stewardship will be instrumental in ensuring the long-term sustainability of the sugarcane industry in India. The evolution of sugarcane agriculture in India is a narrative of triumph and progress. From a historical perspective to the present day, the industry has displayed resilience, adaptability, and a commitment to meeting the demands of a growing population. As the sector continues to evolve, addressing challenges and embracing sustainable practices will be pivotal in ensuring the enduring success of sugarcane cultivation in India.

### Objectives

- To study the production and productivity trends of sugarcane in India and Tamil Nadu
- To study the government policies and suggestions to develop the sugarcane sector

### Methodology

The present study is mainly concerned with the production of sugarcane at national and state level with area of cultivation of the sugarcane crop and its productivity performance. For this purpose the secondary data was collected from various journals, reports, magazines, books and internet.

### Review of Literature

Review of Literature Malik and Singh (1999) have analyzed the cost of sugarcane cultivation per hectare and observed that it was higher at the high level of adoption followed by medium and low level in both reserve and free areas. Although due to increasing, study inferred that the sugarcane cultivation was more beneficial in adjoining area of sugar mill as on the high level of adoption should be enhanced in general and particularly in the after region of sugar factory.

Xavier Paul Raj (2005) demonstrated that intercrop sugarcane, one of the most significant commercial crops grown within Tamil Nadu and other

regions for supply for sugar factories as well as for the manufacture of jaggery, is the crop that is grown in between the amount of land available in the main crop without posing any obstacles to it in terms of water, food, or sunlight. Therefore, growing soyabean as an intercrop alongside sugarcane is a practical way for farmers to quickly generate extra revenue.

Anbazhagan (2010) studied the economic analysis of sugar production in Tamil Nadu. Found that the sugarcane in India is the third largest crop, next to rice and wheat. The sugar yield capacity is not only related to the industries' producing capacity, but also to the availability of sugarcane. The erratic monsoon and fluctuating price levels are also vital factors.

Mohapatra (2011) studied the farmers' education and profit efficiency in sugarcane production. In a globally competitive environment where everything is commercialized, agriculture is no exception. The results of the joint estimation of parameters of profit function and the inefficiency components suggest that 93 percent differences in the efficiency scores are due to profit inefficiency, and profit inefficiency reduces significantly with higher education. A grassroots level farming practice awareness program both by government and private agencies as well as the reorientation of the formal education curriculum toward farm-oriented curriculum are highly recommended.

Pujar et al. (2010) stated that the productivity of sugarcane is affected by many factors, one of them is soil nutrients, the imbalance of which constraints the cane productivity. The soil fertility status determines the level of crop productivity. In Myanmar, a common system in sugarcane production is continuous monoculture and this system leads to decline cane yield and soil fertility depletion.

Prasara and Gheewala, 2015 stated that Sugar is a product, considered as one of energy materials

that most of us consume on daily intake. Indeed it is widespread, even for the most of it has consequences on human being health and environment. However, sugar production becomes a vital commodity to the world's population with its recognition and demand in the world market regardless of its health implications to the world population. In some tropical and subtropical countries, mass commercial sugarcane plantation has resulted in huge losses and pollution to the environmental component and biodiversity.

### Overview of the Sugarcane

In India, sugarcane has been grown since the Vedic era. The first records of sugarcane farming date back to Indian manuscripts from 1400 to 1000 B.C. It is now well believed that *Saccharum* species developed in India. *Saccharum barberi* and the islands of the Polynesian group, especially New Guinea, are the source of *S. officinarum*. It is an affiliate of the tribe Andropogoneae, subtribe Saccharininae, order glumaceae, class monocotyledons, and subfamily panicoidae of the Poaceae family. The cultivated canes belong to two main groups:

- Thin, hardy north Indian types *S. barberi* and *S. sinense* and
- Thick, juicy noble canes *Saccharum officinarum*.

### Sugarcane Production in India

India, the second-largest sugar producer globally, has experienced a steady sugarcane production of around 350 million tonnes over the past decade. In 2014-15, Uttar Pradesh produced 145.39 million tonnes, accounting for 41.28 per cent of the total production, making it the largest producer of sugarcane in India. The industry's high water and nutrient demands make it a significant contributor to global sugar production. Sugarcane crop is sown in an area of 2.17 million hectare in the state, which amounts to 43.79 per cent share of all India

sugarcane farming. Maharashtra comes at the second place with the production of 72.26 million tonnes in the year 2015-16, which is 20.52 per cent of the all-India sugarcane production. Total area of the state agricultural land where Karnataka ranks third in India's sugarcane production, with 34.48 million tonnes produced in 2015-16. This represents 11% of the country's total production, occupying 0.45 million hectares of agricultural land. Agriculture is the most significant sector in the Indian economy, accounting for 18% of the GDP and providing employment to 50% of the workforce. Sugarcane is a popular commercial crop globally, but it requires significant care and management, particularly during harvesting. Sugarcane, a seasonal crop primarily grown in tropical and subtropical regions, produces multiple stems with a diameter of 3 to 5 cm and height of 5m. These stems, belonging to the bamboo family, contribute over 70% of the total plant when matured. A mature sugarcane stem contains 11-18% water-soluble sugar, 10-16% fibers, 3-4% non-sugars, and over 70% water content. Sugarcane is grown on 0.99 million hectares of land, largely consisting of black soil belt.

**Table 1 Trend in Sugarcane Area, Production and Productivity in India from 2008-09 to 2017-18**

Year	Area/ (Ha)/ (000)	Trend in Area (Ha) / (000)	Production (MTs) / (000)	Trend in Production (MTs) / (000)	Productivity (MTs/Ha)	Trend in Productivity (MTs/Ha)
2008-09	4415.00	4629.29	285029	313487.27	64.559	67.638
2009-10	4175.00	4659.72	292302	318194.21	70.012	68.198
2010-11	4885.00	4690.14	342382	322901.15	70.088	68.759
2011-12	5038.00	4720.56	361037	327608.09	71.663	69.319
2012-13	4999.00	4750.99	341200	332315.03	68.254	69.880
2013-14	4993.00	4781.41	352142	337021.97	70.527	70.440
2014-15	5067.00	4811.84	362333	341728.91	71.508	71.000

2015-16	4927.00	4842.26	348450	346435.85	70.723	71.561
2016-17	4389.00	4872.68	306720	351142.79	69.884	72.121
2017-18	4774.00	4903.11	355090	355849.73	74.380	72.682

The study reveals a steady increase in sugarcane cultivation area from 2008-09 to 2011-12, but a continuous decrease from 2013-14 to 2016-17. Production increased from 2,85,029 tonnes in 2008-09 to 3,61,037 tonnes in 2011-12, but decreased from 2014-15 to 2016-17. In 2017-18, land usage and production increased, with positive trend values of production and productivity. The productivity level also increased from 2008-09 to 2011-12 but fell down from 2013-14 to 2016-17. The year 2017-18 saw the maximum levels of productivity, with trend values ranging from 67.638 (2008-2009) to 72.682 (2017-18). India's sugarcane industry has experienced consistent growth over the past seven decades, with an increase in area, production, productivity, and sugar recovery. From 1930-31 to 2010-11, sugarcane production increased from 1.18 million ha to 5.0 million ha, with productivity increasing from 31 tonnes to 70 tonnes per hectare. The current sugar production in India is around 24.5 million tonnes.

### Sugarcane Production in Tamil Nadu

Tamil Nadu, India's third-largest sugarcane growing state, ranks third in area and production, and first in productivity. Its sugarcane productivity is 40% higher than the national productivity (69.5 t/ha), comparable to Australia and the USA. The state's sugarcane agriculture is characterized by instability due to regular rainfall and drought spells, causing wide fluctuations. However, rising yields have contributed to the growth, with yields rising by over 30% from 75 tonnes/ha in the early-sixties to over 105 tonnes/ha in the mid-nineties. Following rapid increases in productivity in the seventies and early-eighties, the rate of growth slackened in the latter part of the

nineties. The extension of cane area to marginal lands and the use of varieties susceptible to disease were partly responsible for the slower growth. However, an average sugarcane yield varies region to region in the state which greatly affects the cost of cane production in the state. With 26.50 million tonnes of sugarcane produced, or around 7.5% of the nation's total sugarcane production, Tamil Nadu is the fourth-largest sugarcane producing state in India. With 14.68 million tonnes of sugarcane, or 4.17 percent of the nation's total production, Bihar comes in second. Table 2 displays the area output and productivity under sugarcane farming in Tamil Nadu, together with the corresponding trend data.

**Table 2 Trend in Sugarcane Area, Production and Productivity in India form 2008-09 to 2017-18**

Year	Area "000" ha	Trend in Area (Ha) (000)	Production (MTs) (000)	Trend in Production (MTs) (000)	Productivity (MTs/Ha)	Productivity (MTs/Ha) Trend
2008-09	309	345.96	32804	36911.38	106.20	107.77
2009-10	293	332.13	29746	35248.76	101.50	106.74
2010-11	316	318.29	34252	33586.15	108.40	105.71
2011-12	346	304.45	38576	31923.53	111.50	104.68
2012-13	347	290.62	33919	30260.91	97.70	103.65
2013-14	313	276.78	32454	28598.29	103.70	102.61
2014-15	263	262.95	28093	26935.67	106.80	101.58
2015-16	252	249.11	25494	25273.05	101.20	100.55
2016-17	215	235.27	22396	23610.44	104.20	99.52
2017-18	183	221.44	16562	21947.82	90.10	98.49

It could be observed from Table.3 that there was a steady increase of area under sugarcane cultivation in Tamil Nadu for the period from 2008 -09 to 2012 -13. After that the year from 2013 -14 to 2017 -18 there was continuous decrease of land usage in sugarcane cultivation. Production of sugarcane has increased from 32804 tonnes to 38,576 tonnes in 2011- 12. But it shows from the year 2013 -14 to 2017 -18, there was a decrease in the production. The productivity level also increase from the year 2008 -09 to 2011 -12 but it fell down for the year from 2012 - 13 to 2017 -18. The trend



values of area, production and productivity were also decreasing and negative during the study period.

**Table 3 Area, Production and Productivity of Sugarcane in Different Districts of Tamil Nadu in 2012-13**

Districts	Area in Ha	Production in Tonnes/ha	Productivity Tonnes/ha
Kancheepuram	1781	173889	97.64
Thiruvallur	7669	746013	97.28
Cuddalore	30638	3445715	112.47
Villupuram	79437	8704838	109.58
Vellore	13182	1244329	94.40
Thiruvannamalai	43477	4376790	100.67
Salem	15485	1321473	85.34
Namakkal	20299	1607629	79.20
Dharmapuri	16102	1299947	80.73
Ariyalur	7804	707584	90.67
Krishnagiri	1135	105896	93.30
Coimbatore	1404	147841	105.30
Erode	31227	2832977	90.72
Tiruppur	5347	491342	91.89
Tiruchirappalli	4899	345403	70.50
Karur	6576	621454	94.50
Perambalur	6500	567313	87.28
Pudukottai	9124	797048	87.36
Thanjavur	11671	1288791	110.43
Thiruvallur	593	57898	97.64
Nagapattinam	3421	319635	93.43
Madurai	4944	494730	100.07
Theni	6408	806079	125.79
Dindigul	5378	298234	55.45
Ramanathapuram	472	46084	97.64
Virudhunagar	3319	297582	89.66
Sivagangai	6091	548874	90.11
Tirunelveli	3534	273601	77.42
Thoothukudi	457	44619	97.63

Source: DACNET

The state of Uttar Pradesh produces the most sugarcane, followed by Maharashtra. Tamil Nadu leads the country in productivity, averaging more than 100 tonnes per acre, followed by Maharashtra and Karnataka. Of the States that produce the most sugarcane, Bihar has the lowest productivity. In

1784, the first sugar mill was built in Bengal on the banks of the Hoogly River. Between 1994 and 1995, 408 mills were in use, with an average crushing capacity of 2452 tonnes per day and a 161-day crushing time.

## Suggestions

**Research and Development:** Make research and development spending a top priority in order to create high-yielding, disease-resistant sugar cane cultivars suited to India's various agroclimatic zones. To increase the productivity and resilience of sugar cane crops, place a strong emphasis on breeding programmes that aim to improve qualities including yield potential, resistance to pests and diseases, and tolerance to drought.

**Sustainable Farming Practices:** Tamil Nadu, India's third-largest sugarcane growing state, ranks third in area and production, and first in productivity. Its sugarcane productivity is 40% higher than the national productivity (69.5 t/ha), comparable to Australia and the USA. The state's sugarcane agriculture is characterized by instability due to regular rainfall and drought spells, causing wide fluctuations. However, rising yields have contributed to the growth, with yields rising by over 30% from 75 tonnes/ha in the early-sixties to over 105 tonnes/ha in the mid-nineties.

**Infrastructure and Market Access:** The proposed measures include enhancing infrastructure like irrigation systems and rural roads, strengthening farmer producer organizations to empower smallholder farmers, facilitating access to formal markets and value-added opportunities like ethanol production, and enhancing income opportunities for sugar cane growers.

## Conclusion

The data on global primary crop production in 2020 highlights India, Indonesia, Pakistan, and the Philippines' significant roles in shaping the

agricultural landscape. It also provides insights into the global distribution of sugarcane production, highlighting regional strengths, economic impacts, and potential areas for development. The analysis of the table provides historical and evolving ranks of major sugarcane producing countries, revealing economic, environmental, and social factors influencing the global sugarcane market dynamics over the past five decades. global sugarcane production over five decades, emphasizing the contributions, challenges, and opportunities for major sugarcane-producing countries. The insights derived from this data are crucial for policymakers, researchers, and stakeholders involved in the global sugarcane industry. Table 3.3 provides valuable insights into the trends and dynamics of sugarcane cultivation area in major producing countries. Understanding these patterns is crucial for policymakers, researchers, and stakeholders involved in the global sugarcane industry. The study provides valuable insights into the trends and dynamics of sugarcane productivity in major producing countries. Understanding these patterns is crucial for 68 policymakers, researchers, and stakeholders involved in the global sugarcane industry. The study insights into the dynamics of sugarcane production in India, highlighting the impact of various factors on annual fluctuations. This understanding is crucial for formulating policies and practices that ensure the sustainability and growth of the sugarcane sector. The study provides valuable insights into the state-wise dynamics of sugarcane cultivation in India, highlighting trends, fluctuations, and potential areas for further investigation and policy intervention. It provides valuable insights into the state-wise dynamics of sugarcane yield in India, highlighting leading performers, areas for improvement, and the overall positive trend in national yield over the years. In conclusion, the analysis of Table 3.9 provides valuable insights into the state-wise dynamics of sugarcane production in

India, highlighting trends, fluctuations, and potential areas for further investigation and policy intervention. In conclusion, the analysis underscores the need for proactive measures to address the challenges faced by sugarcane farmers in Tamil Nadu, ensuring the sustainability and resilience of the sector in the face of changing dynamics.

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# THE EDUCATIONAL ASPIRATIONS OF THE TRIBAL STUDENTS IN THE HIGHER EDUCATION - A STUDY OF KOLLI HILLS MALAYALI TRIBALS IN TAMILNADU

**R. BHARATHI**

PhD Research Scholar  
Department of Education  
Periyar University, Salem

**Dr. R. VENKATESWARAN**

Professor  
Department of Education  
Periyar University, Salem

## Abstract

*Tribal students' post secondary education otherwise called as higher education is crucial to the socio cultural and economic advancement of their country. Additionally, a college education aids in the development of their critical thinking talents, communication skills, cognitive capacities, open-mindedness, and understanding of the flexible nature of modern work. Therefore, a key component of tribal kids' success in life is their level of educational goals. The purpose of the paper is to identify the different elements influencing tribal students' aspirations for higher education. It also shows how tribal students' goals for their higher education varies according on their gender, academic programme, and choice of public versus private universities. This paper's mixed-method strategy has allowed it to accomplish its research goals. The findings indicate a noteworthy distinction in the academic goals of male and female Tribal students pursuing higher education. Conversely, however, There is no difference in the educational goals of such students enrolled in government and private colleges, studying science and the humanities.*

**Keywords:** *tribal students, tribal development cognitive powers, current standing, stated differently, field observations, private colleges, seminars, workshops, new education policy.*

## Introduction

The Education promotes social cohesiveness, responsibility, and inclusive progress in tribal development. In addition to conferring better qualifications, a university education helps students enhance their cognitive powers, multidisciplinary knowledge, communication skills, critical thinking capacities, open-mindedness, and understanding of flexible modern labour. Higher education is one of the most important components of national development, since it is a strong instrument for creating a twenty-first-century society centred on knowledge and skills. Higher education is crucial to achieving sustained growth and development because it emphasises education based on

knowledge and skills. The largest investment that is thought to support national prosperity is higher education .In addition to empowering women to solve issues and make their own decisions, higher education is a tool of social, political, and economic progress Tribal higher education is essential to a country's sociocultural and economic advancement. One major driving force for tribal students' success in life is their level of educational aspirations.

## The Educational Aspiration of the Tribal Students in the Higher Education

Aspirations are thought processes that guide or impact a person's notion, motivations, desire, and prior planning. These goals can be demonstrated by

intentional psychological and behavioural changes. Therefore, a person's aim is to improve their current standing, reputation, celebrity, or honour. Thus, aspirations can be thought of as psychological phenomena that draw people towards a certain goal and serve as motivating forces. An individual's educational desire is their future educational strategy. Stated differently, an individual's aspiration for education refers to their desired level and kind of education.

Numerous factors, including personality, parental socioeconomic background, academic achievement, and professional interests, influence it. Research on literature conducted indicates that the educational aspirations of students in higher education are influenced by various factors such as their background, financial capabilities, the features of the higher education institution they attend, the university's reputation, the quality of their choice programmes, discipline, proficiency. Tribes are involved in politics, society, and the economy and behind society's norms in terms of education.

Higher education has a significant impact on tribal students' lives. It determines a student's future personality, social standing, notoriety, reputation, and honour in addition to having an impact on their individual academic success. There is a noteworthy correlation between the educational aspirations of tribal students and their academic accomplishment. Specifically, tribal students who achieve highly have higher educational goals in schools. To prepare tribal students for occupations or professions, higher education is essential. Compared to tribal pupils, non-tribal students had higher professional goals.

### **The Justification of this Study**

The country's economic progress depends heavily on higher education. National development is impossible without the education of the underprivileged groups; tribal people are a natural national concern, and inclusive national

development depends heavily on their educational attainment. Their abilities, critical thinking, reasoning, employability, and independence are all enhanced by a higher education. Tribal students' involvement in higher education is extremely small compared to other social groups. It is crucial that they raise their goals for further education. Numerous studies have also revealed that individuals with strong educational aspirations excel academically.

### **Objectives of the Study**

1. To determine how the gender of tribal students in higher education influences their educational goals.
2. To determine how tribal students' aspirations for their higher education differ in the humanities and science streams
3. To determine how the tribal students' goals for their higher education differ between public and private universities.

### **The Hypothesis of this Study**

1. Regarding gender, there is no discernible difference in the educational goals of tribal students pursuing higher education in Kolli hills.
2. Regarding the humanities and scientific streams in higher education, there is no discernible difference in the educational goals of this tribal students in Kolli hills .
3. Tribal students' ambitions for their higher education at government and private college and universities do not significantly differ from one another.

### **Methodology**

**Method:** For the research, a convergent parallel mixed approach was employed. Additionally, the qualitative data was gathered through interviews and field observations in addition to the quantitative research using the descriptive survey approach. Both quantitative and qualitative data were gathered

simultaneously, and the qualitative data supported the quantitative findings.

**Sample:** By employing simple random sampling, a total of 240 scheduled Malayali tribe students in Kolli Hills were chosen, including 110 female and 130 male students from each of the five colleges. Ten students were chosen, two from each college, a male and a female, based on a focused group discussion and random sampling.

**Tool:** The researcher measured the educational aspirations of tribal children in higher education using an adopted three-point Likert scale called the "Educational Aspirations Questionnaire," which has six sections: personal data, student characteristics, parental influencing dimension, peer and teacher influencing dimension, collegiate experience dimensions, and personal execution. Qualitative data was gathered through field observation and focused group discussions.

**Statistical Technique:** The researcher in this study compared the educational goals of the participants based on their gender, stream, and type of college using a basic percentage and t-test. Thematic content analysis was used to examine qualitative data.

## The Analysis, Interpretation & Discussion

**Table 1 Comparison of higher education goals between male and female tribal students in the Kolli hills of Tamil Nadu**

Group	Num	Mean	S.D	T Val
Male	130	74.4	6.5	2.29
Female	110	77.6	8.6	
Level of significance		The Significant at 0.05 and level and n't significant at the 0.01 level		

Table 1 shows that the mean scores of tribal students' male and female educational goals in higher education are 74.43 and 77.60, with standard deviations of 6.5 and 8.6, respectively. At the 0.05 significant level, the t-value of 2.29 is higher than the

table value. It illustrates how tribal male and female students' goals for their education differ significantly when it comes to higher education. Additionally, the t-value is less than the 2.62 table value at considerable levels of 0.01. It demonstrates that there are no noticeable differences between male and female Tribal students' goals for their education. According to Hooda and Devi (2018), female tribal students were more motivated to pursue higher education than male tribal students.

## Qualitative Analysis

The tribe student was consulted regarding the ability in the higher education to further their interest and develop their abilities for postsecondary education, employment prospects, and others who were supporting their education. The same chances and people were responding, both male and female tribal students, who were supporting their higher education. Teachers, parents, and family members did not discriminate between males and females, according to their replies in order to pursue higher education. They require additional facilities to increase their interest in higher education, but they are having some difficulties as a result of the lack of opportunities in institutions.

**Table 2 Comparison of educational aspirations between humanities and science tribal students in higher education**

Group	Num	Mean	S.D	T Val
Arts and Humanities	88	74.2	6.9	1.78
Science and Technical Education	162	76.8	8.0	
Level of significance		Not significant at the 0.05 level sand also 0.01 level		

Table 2 shows that, at the 0.05 and 0.01 levels, the estimated t-value of 1.78 is less than the table value of 1.98 and 2.62, respectively. Thus, the null

hypothesis, which states that "tribal students' educational aspirations in higher education with respect to humanities and science streams are not significantly different," is not rejected. It implies that the educational goals of this tribal students majoring in science and the humanities are the same. Greater learning. There is no discernible difference between tribal kids studying science and technical education and arts and humanities in terms of their educational goals.

**Table 3 Comparison of educational aspirations of tribal students between private and government colleges**

Group	Num	Mean	S.D	T Val
Government Colleges	170	75.14	7.3	1.64
Private Colleges	70	77.68	8.5	
Level of significance		At the 0.05 and 0.01 level, not significant		

Table 3 shows that, at the degree of freedom 118 and significance levels 0.05 and 0.01, the t-value between government and private college students is 1.64, which is less than the table value. The null hypothesis, which states that there is no discernible difference between Malayali Tribal in Kolli hills students' educational goals at government and private colleges, is accepted. That is, the goals that tribal students have for their studies. There is no distinction between their enrollment in government and private colleges.

### Qualitative Analysis

Students studying in government and private higher education institutions gave various answers depending on the type of higher education institution. The main sources of educational selection for tribal students attending government and private colleges were parents, teachers, and friends. On the other hand, students attending private colleges stated. "Taking spoken English classes, living on campus, and taking the VST (Very Similar Test) all

contribute to improving our interests and abilities in college." However, this was not the view held by students at Government colleges. Compared to government colleges, the learning environment for students at private colleges was more productive. Due to their preparation for technical and professional higher education, it has been noted that tribal students attending private colleges have higher educational goals than those attending government colleges. The kind of school, the resources offered, the academic success of the pupils, and their solid socioeconomic base all have an impact on their educational goals.

**Table 4 Factors influencing tribal students' goals for their higher education**

Components	Response Frequency
Factor of personal performance	69.16 %
Collegiate experiences	58.99 %
Peers and teacher	80.1 %
Parental factor	84.72 %
Student characteristics	68.4 %

Table 4 presents the several elements influencing tribal students' desires for higher education along with the frequency of their responses, expressed as a percentage. A student's percentage from the previous semester, their college preference and rationale, and their motivations for going to college are among the factors that determine their features. 68.4% of scheduled tribe students in Kolli hills are impacted by their characteristics, according to the data analysis. guardians and peer groups and instructors, who have an impact on 84.72 and 80.1 percent of tribal students, respectively, are the most important determinants of the academic goals of Malayali Tribal students in higher education.

When asked about their college experiences, 58.99 percent of tribal students said things like

asking questions in class, looking up books in the library, talking with teachers, going to seminars and workshops, talking with friends, and how technology, student service, academic and administration, organisational learning, curriculum, and teaching strategies affected their goals for their education. The element of individual About 69.16 percent of tribal students enrolled in higher education feel that their performance has an impact on their educational goals. This element involves their desire for a particular work kind, occupation, and hope to complete the highest qualification. Of all the factors mentioned above, the parental factor has the most impact on the educational goals of Malayali tribal students of the Kolli hills .

### Qualitative Analysis

The several aspects that influence tribal students' ambitions for higher education are derived from the interview. The tribal students attending college have varying goals for their studies. These rely on the opportunities they have throughout their schooling. Opportunities from the government, the family, society, and educational institutions are significant. Teachers, friends, parents, and relatives have more influence over the students' chosen line of study. Of all students, half responded that they chose their courses such as mathematics, science, and business administration based on their parents' preferences. Parents are more influential in their children's course selection. 40% of kolli hills tribal boys' students and 60% of tribal girls' students reported that their parents had chosen their path in higher education. Parental influence is discovered.

The desire of scheduled tribal students to pursue higher education is a significant element. The majority of students said in the interview that choosing their current course was influenced by friends. While choosing the courses, they had a conversation on how important the courses were. However, family circumstances of the Tribal students

in the Kolli hills, which include socio, cultural, economic, and parental support, are also significant contributors. It was noted that while there were fewer tribal students at private colleges, there were more at government colleges. In government colleges, tribal students are recognized by their looks, body language, and gestures; in private colleges, tribal students are evaluated similar to other students. Thus, tribal students' goals for an education are influenced by financial assistance, social and cultural elements, family support, and the chance to attend private universities. During the interview, it was noted that tribal students attempted to provide explanations for issues such as poor communication in the classroom, cultural differences, a lack of assistance from the government, etc.

### Conclusion

The parents, peer groups and teachers are the major part of their motivators for attending higher education and play an important role in the selection of programmes and courses. Thus, awareness of higher education among tribal parents and teachers and peer's motivation encourage the tribal students to participate in higher education. However, the chances offered by educational establishments, as well as the backing of family and the government, also greatly motivate tribal students to pursue higher education. Their goals for higher education are crucial to achieving both the goal of a just proportion of tribal students GER enrolled in higher education and the target gross enrolment rate of New Education Policy of 2020.

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# INCLINATION OF PROFITABLE ORGANIZATIONS TOWARD CORPORATE SOCIAL RESPONSIBILITY (CSR) IN COMMERCIAL BANKING IN BANGLADESH

**M. ANWAR**

Senior Faculty

Department of Business Administration  
Eastern University, Dhaka, Bangladesh

**S. MALICK**

Senior Faculty

Department of Business Administration  
Eastern University, Dhaka, Bangladesh

**Col Prof Dr. J. SATPATHY**

Department of Management  
Srinivas University, Mangaluru, India

## Abstract

*Corporate Social responsibility is something that almost every organization is curious irrespective of its type and size. This study has been based on multiple regression research design studied the impact of organizational profitability on Corporate Social performance of Commercial Banking in Bangladesh. Samples have been collected from banks annual reports of Dhaka Stock Exchange (DSE). Independent variable Banks profitability has been measured by proxy variables Return on Asset (ROA) and Earnings Per Share (EPS). Dependent variable Corporate Social Responsibility (CSR) has been measured by the expenditures in CSR practices of banks. A profitable company is more likely to spend on CSR activities. This study has been done to prove the idea that more profitable company is more sensible towards society but the findings of the study showed that profitability has no statistically direct connection with CSR performance.*

**Keywords:** commercial banks; corporate social responsibility expenditure (csre); dhaka stock exchange (dse); earnings per share (eps); multiple regression; profitability; return on asset (ROA);

## Introduction

CSR seems to be appeared a new concept across the world but literature shows that the idea has been conceived even ages ago in business organizations [1][14]. Organizations have been serving to society in different names such as corporate citizenship, corporate responsiveness or sustainability [14]. Organizations persistently showing their concern to Employees, Consumers, Community, and Society at large in many manners. According to Fredrick (1992)[2] CSR evolvement is the subsequent result of continuous efforts toward environment and society as a whole.

Definition of CSR is not exact worldwide [14]. Njoroge Jane Gakenia in his research project titled "factors influencing CSR programmes among the commercial bank in Kenya" addressed CSR (2001), "a concept where companies voluntarily decided to serve for a better society and a cleaner environment". [14]

Ajide and Aderemi cited in his paper "effects of CSR activity disclosure on corporate profitability" that social responsibility is the obligation of corporate decision-makers for protection and welfare improvement of the society.[3]

Ajide and Aderemi defined in his paper “effects of CSR activity disclosure on corporate profitability” that corporate social responsibility disclosure is the process of communicating the social and environmental effects of organization economic actions to particular interest groups within the society and society at larger”. [3]

Industries due to their varied activities relate to CSR differently [4] and how initiatives taken to serve the society are not identical. Corporate Social responsibility” has been perceived a venue for sustained economic development through investment in society at large. [5] CSR is not just a goodwill gesture although it shows corporate leadership and governance as well as sustained operation and profitability. CSR has been taken as a competitive marketing strategy for many organizations [6].

Almost every industry in Bangladesh embraced CSR with a positive mindset and banking is one of them serving unprivileged groups through its several programs ensuring food, shelter, clothing and creating awareness among a large population. The endeavor has taken a considerate speed especially after following the guidelines of Bangladesh Bank in 2008. Commercial banks have been taking several steps in CSR more than any other sectors in Bangladesh offering customized services as a social corporate citizen. Social Responsibility have been identified as an integral part of the total wealth creation process. Commercial banks have been constantly facing stiff competition for achieving the competitive advantageous stage. Significant growth has been registered in CSR expenditure of commercial banks as a strategy development procedure. Many studies done where CSR as an independent variable influences the firm's financial performance [1][6]. This research aims to establish relation between Profitability and Corporate Social responsibility (CSR) that means profitable organizations are supposed to be ethical and

sensible for employees, customers, governments, neighboring environment and other stakeholders. This phenomenon could be established firmly only if profitable organizations showed positive trend towards investment in CSR activities.

### Literature Review

Several previous literature have been set to establish link between CSR and profitability of firms. Most of the analyses finds that CSR as an independent variable do have a significant effect on firm's sustained growth But a few analyses produced conflicting results and any generalized statements has proved insufficient.

A study done in Indonesia explored the impact of three independent variables including media exposure, firm size and firm sensitivity tested on CSR disclosure and investor reaction concluded that independent variables do have positive impact on CSR disclosure but not on investor reaction. Further they stated quality of CSR disclosure in fact directs investors' decisions of investment [7].

A research conducted in Libyan firms in 2012 for exploring factors company age, company size and industry type having influenced on quality of CSR disclosure found in their quantitative analysis that except company size other variables like company age and industry type determines the quality of CSR disclosure. Interestingly in qualitative findings all three variable positively influence the levels of CSR in the annual reports of Libyan companies [8].

In Doctoral dissertation, The University of Nairobi (Nzovah, 2012) [9] conducted in Kenya taking multinational banks concluded stakeholders' welfare and relations seemed to be taken by the participants as a key influencing factor in the adoption and implementation of CSR among other factors. This opened the door of question of relationship between CSR and any measurable financial benefits of the bank.

A study about investigating factors of motivation behind level and quality of Corporate Social and Environmental Disclosure (CSED) made by companies stated that how much managers are clear with reasons of CSED and stakeholders' perception of CSED information improve the practices of this kind of disclosure [10].

A study conducted by Campbell (2007)[11] about testing factors conducive for CSR activities concluded that financial growth of the organization, Country economy and state laws instigate the organization to move toward CSR initiatives.

Anyona (2005)[1], concluded that there is positive relation between Social responsibility and profitability in banks in Kenya but recommended a further study to establish a relations between social responsibility and other economic performance measures like customer /capital base, growth rate.

According to the study conducted in Nigerian [12] banking industry see CSR as a rescue point to develop a favourable image in the market hence included in activity reports.

In a study published in Kenya [6] highlighted that there exists a positive relationship between investment in CSR and banks' sustained growth. It was evident from the study that banks' management can use investment in CSR activities to create a platform for improvement on their brand value, promotion and enhance social insurance.

A study conducted in Romania about Impact of Corporate Social Responsibility Practices on The Banking Industry in 2015 offered a CSR model where CSR practices is suggested in environment, education, social, and culture and subsequent improvement is shown in stakeholder interest, employees, improved products, promotion, reputation. Banks interpret that CSR practices help to improve the image in market but have not registered an expected level of sales for the products held [5].

An exploratory study [13] aimed to find the trend of profitability on the Corporate Social Responsibility Expenditure (CSRE) of the commercial banks in Bangladesh found that more profitable banks are positive toward discharging their duties to society. This study used the Net Interest Margin (NIM), Cost to Income Ratio (CIR), Return on Assets (ROA) and Return on Equity (ROE) as the proxy variables for the measurement of the profitability.

A Doctoral dissertation published in Kenya [14] investigated company's policy guidelines and regulation, environmental conservation, ethical practices, stakeholder's values and profitability as a factor influencing CSR practice. These factors as an independent variables tested for CSR as the dependent variable where it is concluded that profitability has influenced CSR programme implementation.

A study conducted in Bangladesh taking MNCs and local firms to set a trend for CSR practices in multinational Corporations (MNCs) and local firms found that CSR prospect have risen dramatically in MNCs and national firms. Organisations in Bangladesh approaching CSR practices from strategic point of view [15].

A study designed in Italy, 2011 to establish correlation between social and financial performance concluded that there is not a considerable impact of CSR activities on financial growth of banks. In other words, CSR expenditure is not positively related with economic growth of banks [16].

A study on national and international banks to establish the correlation between social performance proxied using ethical rating and financial performance proxied by market and accounting ratios found That Corporate social performance (CSP) and Corporate financial performance (CFP) are not correlated neither positively nor negatively [17].

According to a study Aupperle, Carroll, and Hatfield (1985) [18] found no important relation

between Corporate Social performance (CSP) and organisation's risk adjusted return on assets(ROA).

### Hypotheses

A broad range of literature has examined the relationship between profitability of the organization with that of CSR activities focusing mainly on the effect of CSR on profitability [1][7][9][12], while much less number attempting to examine the reverse relationship [13][14]. Moreover, the results of these studies came up with no similar findings. The issue hence provides scope for further studies. This study, therefore, attempts to examine this relationship with the assumed hypothesis that business organizations as a social being opts for CSR activities and this act of responsibility accelerates when they have enough capacity (profitability) or surplus fund to carry out such activities. Hence, to examine whether profitability has any impact on banks' CSR activities or not, two separate hypotheses has been developed.

#### Hypothesis 1

H0: The Corporate Social Responsibility activities (CSRE) of the banks are not significantly influenced by Profitability (ROA)

Ha: The Corporate Social Responsibility activities (CSRE) of the banks are significantly influenced by Profitability (ROA)

#### Hypothesis 2

H0: The Corporate Social Responsibility activities (CSRE) of the banks are not significantly influenced by Profitability (EPS)

Ha: The Corporate Social Responsibility activities (CSRE) of the banks are significantly influenced by Profitability (EPS)

### Objective

#### Broad Objective

To test the impact of profitability on CSR expenditure in commercial banking in Bangladesh.

### Specific Objective

1. To test the impact of ROA on CSRE
2. To test the impact of EPS on CSRE

### Methodology

#### A. Sample

For conducting the study, sample size is selected using the Purposive sampling method. 20 private commercial banks (excluding the specialized ones) are selected from first, second and third generation banks. The reason for not choosing the fairly new banks is the tenure of the operation; it is considered that they are not in the operation for so long so as to generate a practical study on their CSR activities and profitability.

#### B. Data and Variables

The dependent variable of the study is the CSR activities of the banks and the independent variable is the Profitability of the respective banks. The CSR expenditures carried out by the banks are taken as the proxy for the dependent variable of CSR activities. For the independent variable, two measures of profitability – ROA (accounting based profitability measure) and EPS (market based profitability measure) are assumed as the proxy for it. Another two variables – Operating duration (age of the banks) and Leverage are taken as the control variables for the model of the study.

All the independent variables used in this study are backed by prior literatures. Though profitability of a company can be measured through a number of measures, for this study ROA and EPS are taken as the proxy for profitability. ROA is one of the mostly used proxies for profitability and its relationship with CSR activities is backed by a good number of literatures [19][20][21]. Although not as much as ROA, but EPS too is referred in some studies [21][22]. The operating duration or the age of the company has been taken as a predictor for CSR activities in many of the previous studies. Some of

them show strong positive impact of company operating duration on CSR disclosure [23][8] while others showed negative impact [24][25]. Again some studies attempts to find the impact of leverage on CSR activities [26][27][28].

Data are secondary in nature and are collected mainly from the annual reports (from the year 2011 to 2015) of the selected banks. The data for CSR expenditures (CSRE) of the banks are collected from the 'Review of CSR activities of Bangladesh Bank, Commercial Banks and Financial Institutions' published by Bangladesh Bank.

Collected data when organized resulted into a balanced panel data with 100 observations (5 years data for each of the 20 banks) (Ap. 1.1, Ap. 2.1). Data is analyzed with the Statistical Software package Stata.

### C. Regression Model

Multiple linear regression is used to develop a model for predicting the extent of Banks' CSR activities from their respective profitability. To test the three separate hypothesis in the study, three multiple regression model has been formed. The significance level is set at 5% and 1%. The models are as follows:

#### Model 1

$$CSRE_{it} = \alpha_i + \beta_1 ROA_{it} + \beta_2 OD_{it} + \beta_3 Leverage_{it} + \mu_{it}$$

[For Hypothesis 1]

#### Model 2

$$CSRE_{it} = \alpha_i + \beta_1 EPS_{it} + \beta_2 OD_{it} + \beta_3 Leverage_{it} + \mu_{it}$$

[For Hypothesis 2]

Where,

CSRE= Corporate Social Responsibility (CSR) expenditure, ROA=Return on Asset, EPS= Earnings per share, OD= Operating Duration (years) of the banks,  $\alpha$  = unknown intercept (constant) for each

entity,  $\beta$ = regression coefficient,  $\mu$  = error term,  $i$  = entity and  $t$  = time..

### Result and Discussions

At first, Hausman Test is run to determine between Fixed-effect and Random-effect model for panel data. After a model (fixed or random) is determined, it is tested for heteroscedasticity with Modified Wald Test for groupwise heteroscedasticity (in Fixed effect regression model). To account for the heteroscedasticity found in the data (Ap. 1.3, Ap.2.3), the standard errors are then transformed into Robust standard errors.

#### Model 1 (for Hypothesis 1)

Multiple regression analysis was used to test if the CSRE of the banks can be significantly predicted from ROA. The result shows that the model is a good fit for the variables ( $F(3,19) = 8.65$ ,  $p < 0.05$ ) and the independent variables explained 55% of the variability ( $R^2 = 0.55$ ) in the dependent variable (CSRE) (Ap. 1.4). The summary of the regression is shown in the table below:

Table 1 Regression summary of model 1

		CSRE
ROA	R	11.368
	t-value	(0.71)
	sig.	0.486
OD	R	-0.207
	t-value	(-0.03)
	sig.	0.976
Leverage	R	45.989
	t-value	(3.89)**
	sig.	0.001
constant	R	-425.507
	t-value	(2.77)*
	sig.	0.012
$R^2$		0.55
$N$		100

\*  $p < 0.05$ ; \*\*  $p < 0.01$

The result from the table shows that only Leverage can significantly predict CSRE ( $p < 0.01$ ), but ROA and OD cannot ( $p < 0.05$ ). As Leverage and OD play the role of control variables in the study, their significance is ignored and rather the importance is given on ROA. As the  $t$  statistic for testing to determine whether ROA can significantly predict CSRE is 0.71 with a  $p$ -value of 0.486 ( $p = n.s.$ ), the decision is to fail to reject the null hypothesis.

### Model 2 (for Hypothesis 2)

Multiple regression analysis was used to test if the CSRE of the banks can be significantly predicted from EPS. The result shows that the model is a good fit for the variables ( $F(3,19) = 11.30$ ,  $p < 0.05$ ) and the independent variables explained 55% of the variability ( $R^2 = 0.55$ ) in the dependent variable (CSRE) (Ap. 2.4). The summary of the regression is shown in the table below:

**Table 2 Regression summary of model 2**

		CSRE
EPS	R	3.874
	t-value	(0.52)
	sig.	0.607
OD	R	-1.243
	t-value	(-0.21)
	sig.	0.838
Leverage	R	45.599
	t-value	(3.95)**
	sig.	0.001
constant	R	-400.179
	t-value	(3.52)**
	sig.	0.002
$R^2$		0.55
$N$		100

\*  $p < 0.05$ ; \*\*  $p < 0.01$

The result from the table shows that only Leverage can significantly predict CSRE ( $p < 0.01$ ),

but EPS and OD cannot ( $p < 0.05$ ). As Leverage and OD are controlled, their significance is ignored and rather the importance is given on EPS. As the  $t$  statistic for testing to determine whether EPS can significantly predict CSRE is 0.52 with a  $p$ -value of 0.607 ( $p = n.s.$ ), the decision is to fail to reject the null hypothesis.

The study was initially attempted with the assumption that the businesses, being a social being would inherently be interested in their social performance; the more profitable the organizations would be the more they will be willing to impart the fair share into the society. But as in both of the hypotheses we failed to reject the null hypothesis; it is evident that the case is not as assumed. Firm's profitability has no statistically significant impact on CSR performance. This can be explained from different angles. Firstly, the CSR disclosure especially in developing countries is mostly driven by the regulatory requirement and activist groups' pressure [19]. Moreover, CSR activities are seen to be a means of attaining legitimacy from pressure groups[29], especially from the customers and thus transforming this legitimacy into financial performance of the organization [30]. So, as the result of the study suggests, rather than being inherently socially responsible, the banks are more likely to be involved in CSR due to direct and indirect pressure from regulators and market[12]. Hence, profitability has almost no impact on CSR. Secondly, the choice of CSR measure for the study can play significant role in attaining the result. Different literatures have employed different measures for CSR performance and have been seen to come up with different results [17]. Hence the result of the study might show different outcomes compared to prior literatures. Thirdly, the practice of CSR disclosure is a country specific phenomena [31] and hence is greatly influenced by the socio-economic environment of the countries. So, even if some countries show a positive correlation between CSR

and financial performance [32], it might not be the case for Bangladesh.

### Concluding Remarks

The studies conducted on the relationship between CSR performance and Profitability have marked significant differences in opinions. It might be due to the ambiguity in very nature of CSR and existence of various alternative measures of CSR. Besides, because of its country-specific determinants [11][32], a variation in the outcome might arise. A country's socio-economic patterns and regulations should also be taken into consideration. Therefore, like every other literature out there, this too has some limitations and hence lays ground for further relevant studies. This study mainly focuses on banking industry of Bangladesh. The study in any other industry or for any other country might therefore come up with different results. Again some other alternative measures for CSR might be employed in further studies to verify the outcome of this study. Furthermore, this study with its finding that companies are not being inherently socially responsible rather are using CSR to gain the legitimacy lays the ground for further research on how to incorporate measures to make the organizations a little more keen in CSR performance.

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## Appendix: 1

### Ap. 1.1 Panel data description

```
xtset banknum Year, yearly
panel variable: banknum (strongly balanced)
time variable: Year, 2011 to 2015
delta: 1 year
```

### Ap. 1.2 Hausman test for determining fixed or random effect

hausman fixed random				
	Coefficients		(b-B) Difference	sqrt(diag(V_b-V_B)) S.E.
	(b) fixed	(B) random		
ROA	11.36832	26.1766	-14.80829	5.793042
OD	-2.072128	3.180821	-3.388034	6.145694
Leverage	45.98907	44.41584	1.573229	2.647189

b = consistent under Ho and Ha; obtained from xtreg  
B = inconsistent under Ha, efficient under Ho; obtained from xtreg

Test: Ho: difference in coefficients not systematic

chi2(3) = (b-B)'[(V\_b-V\_B)^(-1)](b-B)  
= 126.65  
Prob>chi2 = 0.0000

### Ap. 1.3 Heteroscedasticity test

```
Modified Wald test for groupwise heteroskedasticity
in fixed effect regression model

H0: sigma(i)^2 = sigma^2 for all i

chi2(20) = 9327.84
Prob>chi2 = 0.0000
```

### Ap. 4 Regression output (CSRE, ROA, OD, Leverage)

Fixed-effects (within) regression		Number of obs	=	100	
Group variable: banknum		Number of groups	=	20	
R-sq: within = 0.5472		Obs per group: min =	5		
between = 0.4684		avg =	5.0		
overall = 0.4972		max =	5		
		F(3,19)	=	8.65	
		Prob > F	=	0.0008	
(Std. Err. adjusted for 20 clusters in banknum)					
CSRE	Coeff.	Robust Std. Err.	t	P> t	[95% Conf. Interval]
ROA	11.36832	15.98339	0.71	0.486	-22.0853 44.82193
OD	-2.072128	6.82603	-0.03	0.976	-14.49525 14.08882
Leverage	45.98907	11.82574	3.89	0.001	21.23752 70.74062
_cons	-428.8075	183.8788	-2.37	0.012	-744.9512 -104.063
sigma_u	140.75572				
sigma_e	91.31863				

## Appendix: 2

### Ap. 2.1 Panel data description

```
panel variable: banknum (strongly balanced)
time variable: Year, 2011 to 2015
delta: 1 year
```

### Ap. 2.2 Hausman test for determining fixed or random effect

Hausman fixed random				
	Coefficients		(b-B) Difference	sqrt(diag(V_b-V_B)) S.E.
	(b) fixed	(B) random		
EPS	3.874308	24.18432	-20.31001	6.209755
OD	-1.243231	2.68408	-3.927311	6.236687
Leverage	45.59909	38.40842	7.190675	2.826172

b = consistent under Ho and Ha; obtained from xtreg  
B = inconsistent under Ha, efficient under Ho; obtained from xtreg

Test: Ho: difference in coefficients not systematic

chi2(3) = (b-B)'[(V\_b-V\_B)^(-1)](b-B)  
= 237.76  
Prob>chi2 = 0.0000

### Ap. 2.3 Heteroscedasticity test

```
Modified Wald test for groupwise heteroskedasticity
in fixed effect regression model

H0: sigma(i)^2 = sigma^2 for all i

chi2(20) = 11490.16
Prob>chi2 = 0.0000
```

### Ap. 4 Regression Output (CSRE, EPS, OD, Leverage)

Fixed-effects (within) regression		Number of obs	=	100	
Group variable: banknum		Number of groups	=	20	
R-sq: within = 0.5466		Obs per group: min =	5		
between = 0.4818		avg =	5.0		
overall = 0.4951		max =	5		
		F(3,19)	=	11.30	
		Prob > F	=	0.0002	
corr(u_i, Xb) = -0.2278					
(Std. Err. adjusted for 20 clusters in banknum)					
CSRE	Coeff.	Robust Std. Err.	t	P> t	[95% Conf. Interval]
EPS	3.874308	7.410482	0.52	0.607	-11.63595 19.38456
OD	-1.243231	6.009643	-0.21	0.838	-13.81365 11.32718
Leverage	45.59909	11.54283	3.95	0.001	21.43568 69.7585
_cons	-400.1791	113.7831	-3.52	0.002	-638.3298 -162.0284
sigma_u	140.38219				
sigma_e	91.376554				

## THE SAPTAREESWARAR TEMPLE: MYTHS AND LITERARY TALES

**S. SHOBANA**

PhD Research Scholar

Department of History

PSGR Krishnammal College for Women, Coimbatore

**Dr. HEMALATHA**

Assistant Professor

Department of History

PSGR Krishnammal College for Women, Coimbatore

### Abstract

*"The Saptareeswarar Temple: Myths and Literary Tales" delves into the cultural significance and literary interpretations surrounding temples across various mythologies and civilizations. This abstract provides an overview of the diverse narratives and symbolic representations associated with temples, exploring themes of worship, power, spirituality, and societal structures. Through an interdisciplinary approach, this study aims to uncover the universal motifs and enduring significance of temples in human storytelling and collective consciousness.*

**Keywords:** *saptareeswarar temple, mythology, literary interpretation, cultural significance, symbolism.*

### Introduction

The Saptareeswarar Temples have held a central place in human societies for millennia, serving as sacred spaces where communities gather to worship, reflect, and engage with the divine. Throughout history, temples have inspired a rich tapestry of myths and literary tales, weaving together narratives that transcend time and culture. In this exploration of "The Temple: Myths and Literary Tales," we embark on a journey through the annals of mythology and literature to uncover the profound symbolism and enduring significance of these architectural marvels. From the majestic temples of ancient Egypt and Greece to the awe-inspiring structures of Hinduism and Buddhism, temples have captured the human imagination and served as focal points for spiritual expression and cultural identity. Through an interdisciplinary lens, this study seeks to illuminate the diverse narratives and symbolic representations associated with temples, shedding

light on their role in shaping collective beliefs, values, and societal structures.

### Temple Connection

The Sthalapurana of this temple, which is named after the presiding deity, "Saptarsisvara," contains, as is traditional, a variety of mythical tales related to this location and its god. is a result of the temple's connection to seven rsis (Saptarshis), namely: (1) Atri; (2) Bhrgu; (3) Pulastya; (4) Vasistha; (5) Gatama; (6) Mgrasa; and (7) Marichi. It is said that these individuals carried out penance at the location and were spared from the Skanda curse. This fabled connection is supported by Appar in Kshetrakovai, who refers to the location as papdalavar-tarattarai (the site of Saptarsis' penance). Therefore, it appears that Appar's statement alludes inadvertently to the Saptarsis. The temple's nomenclature ought to have been based on this idea. The art of the temple has also been influenced by this concept, as seen by the deification of the Saptarsis and its placement there. The Sthalapurana of the temple states that

Narada explained the significance of this sacred site and its history to others in the fifth Skanda of the sixth chapter of the Sanskrit work Skandapurana. a statement that the actual verification does not support.

It is thought that Lakshmi worshipped the Lord Siva who was housed in this temple in order to arrange her marriage to Vishnu. In this Bhairavi aspect, Kali engaged Siva in a dancing competition, but he humiliated her. Vishnu is credited for creating the soared tank chakra-tirtha in this location. He beseeched Lord Siva of this location to provide him his weapon, the chakra. Brahma was doing yoga when one of his wives, Gayatri, intervened to save him by appearing as a river. The river in question is the little stream that connects Tiruttavatturai and Madurai. The mythology states that the infant deity Maruga was created by Siva's favour to shield the Devas from Taraka's cruelties. The child god Maruga, the aura and the kid was nurtured with milk by the wives of the seven (save Arundati), is said to have emerged by the favour of Siva to safeguard the Devas from the horrors of Taraka. The rsis condemned their wives for doing this, and Muruga then cursed them for the same thing. The rsis first travelled to Tiruvaiyaru and then to this hallowed location, where she performed penance and was freed from that curse. The god was so given the name Saptaplevara.

Once, while hunting here, a Malava monarch took a sivagangatirtha bath, devotedly worshipped the deity, and the god healed him of leprosy. In order to have the erudite Brahacharana Brahmins recite the Vedas in the temple, he brought them all here. A tiny (female) kid who frequently worshipped Lord Siva here was materialised by Mangaliya Munivar as a result of his intense devotion to this god. Siva eventually wed the girl on Panguni Uttira day. Within the temple is a stone sculpture of Mangaliya Munivar, which dates back to the 13th and 14th

centuries. This confirms his fabled connection to the shrine.

### Literary References

Tevaram has the first recorded mention of Tiruttavatturai in literature. The Tevaram saints bestowed unique holiness onto Siva temples when they mentioned them. Tavatturai received its reference to the Appar-composed Tevaram's "Ksetrak kovai" song, which is a list of Siva sanctuaries. The allusion is consistent with the temple's current sanskritized name, Saptarisvara. Did any of the members of the Tevaram three sing about the site save for the padiyam of Appar mentioned above? While documenting the pilgrimage sites visited by Jnanasambandar, Sekkilar writes in his Periyapurinam that the renowned saint went to worship at the feet of the Tavatturai lord after spending several days there and singing the god's praises. This Tavatturai can only be the nearby Saint Lalgudi, which is only eighteen kilometres away. From Tiruvanaikka. The aforementioned source also informs us that the saiat wrote a lovely bouquet of Tamil poetry for Tiruttavatturai Vanavar. Every time he mentions Tamilalai, he's alluding to Jnana Sambandar's padiyans for other locations that are already existing.

Three inscriptions found in the Saptarsisvarar temple corroborate the information presented in Sekkilar's song. In the 37th regnal year of Madurai kopdakopperaresarivaraan, or Parantaka I (AD, 907-955), there is a record stating that one Siva Gocharipidan Desavitanakan gifted two Brahmins land in exchange for their daily recitation of the Tiruppadiyam hymns of the place three times a day (i.e., the three send his) in the temple of Tiruttavatturai Mahadeva in Idaiyarrunadu. Additionally, the other inscription dates to Rajakesarivarman's Goted era. According to Gandarditya, Sivagocharipidan Desavitankan's endowment for two men to perform tiruppadiyam hymns at the temple was deemed

insufficient; therefore he gave more land as a gift to manage the charity. According to an unpublished document from Rajadhiraja's 35th regnal year, two people received a gift of 20 kasu for reciting tirupadiyan in the temple's sandhis every day. The presence of certain padiyan of the Tevaram saints on the Lord of Tiruttavatturarai is confirmed by these three inscriptions. This is most likely the tamilmalai that Sekkilar describes, which was written by Ginasambander.

Regretfully, the Tiruttavattarai Padiyan has not been included in the current Tevaram collection of songs, and it has followed in the footsteps of many other Padiyans who have never been heard from again. According to eleventh-century Nambiyandar Nambi, who gathered and edited the tevaranhymns that had escaped being destroyed by white ants up to that point, the saint Jnanasambandar wrote 16,000 hymns, or 1600 padiyans. By the early fourteenth century, under the reign of Umapati Sivachārya, the number of members had dropped to 384. Among the thousands of Tevaram hymns lost to history must have been the padiyan of Tiruttavatturarai.

The categorical mention in Sekkilar's Periyapuranam suggests that Sekkilar either knew about the Pandiyan or had access to reliable accounts of its existence; Arunagirinathar visited Tiruttavattarai and wrote songs about the temple's deity and goddess. He calls the area, which is surrounded by lush paddy fields on the banks of the Kaveri, "Tiruttavatturarai managar," or "big city." and addresses the local goddess as Aramva Ēartta Nitya Kalani. While Tavatturarai is the name used in all other early literary works, this is the first instance of the name Tiruttavatturarai appearing in literature.

### **Tiruttavatturaiparanam**

The tiruttavatturaipuragam was written in 1665 AD by the 17th-century Paḡuviri scholar Kumaraswamy Madaliar. The puranam asserts that his purana is a

translation from Sanskrit and, like other works in this genre, is primarily a religious text that follows current practices. Many traditions of little historical significance that link the temple to many celestial beings, sages, and rulers from Puranic times are found in the Sthalapurana of Tiruttavatturarai. These legends are said to be very old. Thus, the Sthalapurians, who had to have been ready once the Sthala's name gained notoriety for its holiness. The Sanskrit Skandapurana is cited by the author as his source.

Among his forty kshetrekritis, Saint Thyagaraja (1767–1847 AD) of Tiruvaiyau, the renowned composer of kirtanas in Sanskrit and Telugu, has dedicated as many as five kritis to Lalgudi Pahcharatnam. One of Thyagaraja's most significant pupils was Lalgudi Ramarya (1807–1867), according to Walajapet Ramaswamy Bhagavata's book Sri Thyagabrahmopanishat. At the suggestion of his pupil Ramayya, Thyagaraja travelled to Lalgudi, where he worshipped the Saptarsivara and Perunthiruppirattiyar. Of the five kirtanas produced there, two focused on the location's Lord, and the remaining three on his consort. He calls the location "Sri Thapastirthapuram." "Though the consort is Parvati Srimathi Perunthiruppirattiyar Pillai Tamil and the deity is Saptarsisvarar During his brief stay in Lalgudi, Mahavidvan Meenakshi-Sundaram Pillai of Tiruvannamalaiapuram often attended the Saptarsisvarar temple and was enthralled with the goddess's forbidding face. In honour of her, he wrote the Perunthiruppirattiyar Pillai Tamil. The current pillai work has many traits of true poetic brilliance, in contrast to the bulk of pillai Tamil works, which are monotonous and conventional versification.

### **Conclusion**

In conclusion, "The Temple: Myths and Literary Tales" offers a comprehensive exploration of the multifaceted significance of temples in human culture and storytelling. Through the analysis of myths and

literary works from diverse traditions, we have uncovered the enduring themes of worship, power, spirituality, and societal organization embodied by these sacred structures. From the grand ancient temples to the intimate sanctuaries of contemporary faiths, temples continue to serve as powerful symbols of human aspiration and connection to the divine. As we navigate the complexities of the modern world, the timeless wisdom and universal truths embodied by temples remind us of the enduring human quest for meaning, transcendence, and spiritual fulfillment.

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# ANALYZE THE DUAL IMPACT OF MILK RUN AND LINE HAUL OPERATIONS: ENHANCING THE COST EFFICIENCY, SUSTAINABILITY, AND OPERATIONAL EXCELLENCE IN THE SUPPLY CHAIN INDUSTRY

**S. HARIHARAN**

*MBA-Shipping and Logistics Management  
Vels Institute of Science Technology & Advanced Studies (VISTAS)  
Chennai*

**Dr. S. VASANTHA**

*Professor, School of Management Studies  
Vels Institute of Science Technology and Advanced Studies (VISTAS)  
Chennai*

## Abstract

*This study focus on how the introduction of Milk Run and Line haul activities affects sustainability and economic effectiveness in the context of a supply chain. This involves evaluating the advantages to the environment from fewer vehicle trips and carbon emissions, as well as the consequences of reducing the frequency of transportation on emissions and fuel consumption. The study also attempts to assess how well route planning works in terms of maximizing distance, traffic, and supplier locations. It also looks at how it affects order fulfillment time and overall responsiveness to client demand. In addition, it compares the overall expenses of individual deliveries with the Milk Run method, taking into account variables like fuel use, driver compensation, and depreciation of the vehicle. In addition, the research intends to evaluate how the Milk Run and Line haul techniques maximize the use of trucks and drivers, potentially resulting in cost savings, and to examine the possible rise in supplier cooperation and cost-sharing that these strategies may enable. The purpose of this research is to evaluate the efficacy and consequences of introducing Milk Run and Line haul activities in a supply chain setting. This involves assessing how they may improve sustainability and economic effectiveness by lowering the number of vehicle trips, carbon emissions, and frequency of transportation. The study also intends to evaluate how well route planning works in terms of maximizing distance, traffic, and supplier locations. It will also look at how these factors affect order fulfillment speed and responsiveness to client demand. In addition, it compares the overall expenses of individual deliveries with Milk Run methods, taking into account variables like fuel consumption, driver compensation, and depreciation of the vehicle. The research also intends to assess the possibility of enhanced supplier collaboration and cost-sharing, as well as how these activities maximize truck and driver usage, potentially resulting in cost savings. Findings: The analysis results indicate that palletizing freight may greatly increase the effectiveness of loading and unloading, particularly when paired with RFID technology for simple tracking and verification. Reducing the number of vehicles via cooperative shipping, load balancing, and route optimization not only lowers expenses but also promotes environmental sustainability. Implication: Two important tactics for reducing carbon emissions are the use of multimodal transportation and the purchase of energy-efficient automobiles. By putting these suggestions into practice, the supply chain's environmental impact, cost-effectiveness, and operational efficiency might all see significant increases.*

**Keywords:** *milkrun, line haul, sustainability, cost efficiency, operational excellence, logistics, supply chain, warehouse.*

## Introduction

Innovative methods are developed to deliver items more efficiently from point A to point B in the

complex world of logistics, where cost control and efficiency are critical requirements. Of them, the

"Milk Run" and "Line Haul" operations are particularly noteworthy as models of effectiveness, each specifically designed to tackle certain logistical issues. The idea of a "Milk Run" originated in the conventional dairy sector, when a single tanker would gather milk from several farms to maximize resources and cut expenses. This approach has developed into a sophisticated delivery strategy that includes both outward and inbound logistics today. In the incoming situation, a single truck effectively gathers products from several vendors and combines them for delivery to a single client. Because of this, there is no longer a need for separate delivery from every provider, which lowers transportation expenses and emissions. On the other hand, outbound Milk Runs involve delivering items to several clients along a prearranged path; these are especially useful for last-mile deliveries in cities where parking restrictions and traffic demand combined shipments. Smutnicki, C., Witczak, M., & Wójcik, R. (2021). The Line Haul operation, on the other hand, handles the longer-distance delivery of commodities, frequently between terminals or distribution centers. Line Haul operations start with careful route planning, where variables like distance, traffic, and delivery dates are carefully taken into account to ensure the efficient transportation of products from the point of origin to the point of destination. To ensure security and balance, loading processes are carried out precisely, and real-time tracking systems provide continuous vehicle monitoring while in transit. When the items reach their destination, they are quickly unloaded, recorded, and assessed for performance indicators. This results in ongoing optimization of the processes that follow. Wang, C., & Lu, D. (2020). Milk Run and Line Haul operations follow well-defined procedures, which range from careful planning and resource allocation to effective delivery and transportation. These operations continue to set the standard for efficiency and cost-effectiveness in contemporary

logistics, with technology playing an ever-more-important role in improving visibility and coordination. The major challenges faced by the organisation are Leading company Supply Chain Solutions is committed to providing all-inclusive supply chain solutions for a range of industries. Our key objective is to minimize transportation costs while preserving the highest level of efficiency possible along the whole supply chain. We are aware of and actively addressing the following major issues affecting our industry: Truck Availability: We make sure that we have a strong fleet of trucks that can fulfill the demands of transportation operations, especially at busy times or when demand unexpectedly increases. We place a high priority on maximizing truck usage as we carefully strive to reduce empty miles and improve resource allocation, which in turn lowers transportation costs overall. We use tactics including load consolidation, route optimization, and effective scheduling to save transportation costs by streamlining both line haul and milk run operations. Smooth operations depend on the effective use of warehouse space, and we carefully control storage to prevent additional expenses related to ineffective layouts or needless storage. As we coordinate production schedules, reduce lead times, and improve transportation planning for on-time delivery of goods, effective cooperation with suppliers is crucial. We constantly update and upgrade our systems to better visibility, tracking, and administration of transportation operations for increased efficiency and cost savings because we recognize the value of technology. To reduce the possibility of delays, we proactively develop and execute backup plans. This enables us to quickly handle unanticipated interruptions. Supply Chain Solutions is dedicated to advancing these goals by taking on these obstacles head-on and putting strategic initiatives centered on optimization, technology adoption, and proactive risk management into action to down transportation



expenses while enhancing overall supply chain efficiency and customer satisfaction across diverse industry sectors. To address this issues Bocewicz, et. al. (2021). The milk-run vehicle routing and scheduling problem with fuzzy pick-up and delivery transportation time limitations is solved in this study. Both computer simulation and analytically ordered fuzzy number-driven calculations can be used to solve the issue. (Mao, Z., et. al) (2020) Because of the current state of the automotive sector and the low level of part inventory, the zero-inventory method is not feasible. This research studies a novel approach to logistics, which incorporates progress-lane (P-LANE) into vehicle routing issues. To gather auto components, a mixed integer programming formulation is put out to calculate trip routes and P-LANE assignments. The overall manufacturing and incoming logistics costs are reduced with this strategy. The P-LANE in the milk-run system can greatly reduce overall costs and increase transportation efficiency when compared to the zero-inventory approach. The zero-inventory approach has 10% and 30% higher total costs for small and big-size cases, respectively, indicating that the periodic part collecting model with P-LANE would be better appropriate for the automotive manufacturing industry (Simić, et. al.) (2021).The study and improvement of inventory-production systems, such the Milk Run and Kanban systems, is known as material flow management. To represent material flow in the automobile industry, this research provides a particle swarm optimization (PSO) model along with biological swarm intelligence. The purpose of the study is to develop a new model for the ideal number of trailers and containers in a tugger train system. Utilizing a customized PSO methodology, inventory production is integrated into a distinct optimization framework. The improved model calculates the overall timing for Milk run delivery by using container capacity rather than

velocity components and checking each new Kanban trigger.

### Objectives

- To assess the overall impact of the Milk Run and Line haul operation on both the cost efficiency and sustainability of Supply Chain Industry.
- To analyze the environmental impact of reduced vehicle trips and carbon emissions.

### Problem Statement

This case study of the Supply Chain Solutions industry. The study can examine the difficulties in running the Milk run and Long/Line haul operations, as well as the methods they have used to overcome those difficulties. The supply Chain Solutions industry possesses an expansive 60,000 square feet of unowned warehouse space. even though the warehouse's equipment is not owned. There are two dock terminals at this facility for loading and unloading freight. Every piece of equipment utilized in this instance is rented. To transfer products, Supply Chain Solutions has leased three 2-ton and one 3-ton forklift as well as about six pallet jacks for manual transfer. They have a separate yard where they keep items and materials. Even though the workers in the Supply Chain Solutions industry were hired laborers from a company. Although the warehouse is for rent, the warehouse has been granted space to some companies to keep items under leasing arrangements. MC (Motor Company) is the owner of the majority of the supplies in the warehouse. The components of MC are the greatest Number of materials held. Every day, Supply Chain Solutions runs two trucks for line and long-haul operations and four trucks for milk runs. It is a routine daily procedure carried out in Supply Chain Solutions in the transportation sector. Regularly traveling to the suppli (manufacturing unit), the milk run trucks pick up the parts produced that day and

head to the Vallam hub. After being received by milk run, the goods are transported by line / long haul transportation to the hub, which is situated at Hosur and Mysore. These are standard moving trucks that are used for long-distance or line-haul operations at night and milk-run operations in the morning. Typically, milk-run vehicles are seven-ton trucks that are implemented to pick up supplies from suppliers. Three milk run trucks leave the Vallam Hub in the morning, carrying pallets and empty bins, and travel to the Ambattur, Perungudi, and Maraimalai Nagar routes. The remaining truck left the Vallam Hub in the afternoon, carrying the empty bins. It then traveled to its supplier location, where it picked up the produced goods, and arrived at the hub in the evening. The empty bins are unloaded and the goods are loaded into the same vehicle at the supplier's location. There are two to three suppliers along each route, and each supplier's point of contact follows window time. Certain goods from the supplier are placed in carton boxes, while others are placed in bins. After being unloaded in the hub, those are divided and set up for the two routes that lead to Hosur and Mysore. This location also uses another mode of transportation. There are some low-quantity items for which milk-run transportation is not feasible. Thus, the provider ships it straight to the Vallam hub and then uses line or long-haul transportation to deliver it to the supplier's preferred location. Office collection is used as the term for this kind of collection. The provider transports these; no other milk-run vehicle is assigned to the pick-up. Here, the unloaded cargo at vallam hub is transported to sites like the Hosur hub, Hosur plant, and Mysore. Similar to milk run, seven-ton trucks are utilised for long-haul or line-haul transportation. Where a single truck is used to transport commodities from the Vallam hub to Himachal Pradesh and the Hosur hub. Another truck transports commodities to the Hosur plant. Goods are transported from the Vallam hub to mysore, Hosur

hub, and Himachal Pradesh using a single vehicle. The other truck supplies to the Hosur plant. The Mysore truck unloads the Himachal Pradesh goods at hosur hub and then heads up to mysore plant. Every day at 10:00, the Ambathur truck will leave the Vallam Hub with empty bins and travel to the emergency kits at lyappanthangal at 12:15. Once there, it will pick up the load and continue to supplier1. The second supplier is supplier1, which is reached by truck at 14:00. After loading the product, the truck leaves for supplier 3. This is the last supply firm on the route; the truck arrives at 16:15, loads the products, and then departs at 18:30 to discharge the items for long-haul or line-haul transit at the Vallam hub. Nearly 40 km separate the Hub from Emergency Kits, 10 kilometers separate Emergency Kits from supplier1, and roughly 5 kilometers separate Supplier 1 from Brakes India. This vehicle travels 120 km in total distance, 55–60 km in each direction. The empty bins being loaded, the milk run truck for the Perungudi route will leave Vallam hub at 10:30. It will then proceed to the first supplier, supplier 2, in Selaiyur, at 11:40, load the cargo there, and move on to, Perungudi, at 13:30, load the goods, and depart at 13:50.

It will then head to supplier 3, in Semmanancheri, at 14:30, load a massive amount of cargo, leave there at 16:30, march towards Vallam hub, arriving at 18:45, and load the milk run cargo onto long-haul. There are around 34 kilometres between Vallam Hub and supplier 2, 16 kilometers between supplier 2 and Electronics, and 12 kilometers between supplier 1 and supplier 2. The truck's route through Maraimalai Nagar is fairly good because it only uses two suppliers. It leaves Vallam at 10:20 and arrives at Supplier 5 at Maraimalai Nagar, which is 20 KM from the Vallam hub. There, it unloads its empty bins before continuing to supplier 3, which is also close to supplier 2. Those two were situated around one km apart. It arrives at supplier 4 at noon, loads the cargo, and departs at 13:30. It

then travels to supplier 2, arriving at 13:35 to pick up the filled bins, and then travels to Vallam Hub, arriving at 16:00 to offload the cargo. Since the supplier's location is 5 kilometers from the hub, this is the last milk run vehicle, which leaves the Vallam hub at 15:30 with empty bins. It loads up with a massive quantity of stuff and departs from that location. It leaves there at 18:30, makes its way back to Vallam Hub at 19:00, and unloads the goods in preparation for the long-haul or line-haul route. Since the supplier's location is 5 kilometers from the hub, this is the last milk run vehicle, which leaves the Vallam hub at 15:30 with empty bins. It loads up with a massive quantity of stuff and departs from that location. It leaves there at 18:30, makes its way back to Vallam Hub at 19:00, and unloads the goods in preparation for the long-haul or line-haul route. The milk run scheme is now complete. The line/long-haul operation is now underway. Two sets of trucks are used for long-haul and line-haul operations, which operate on an up-and-down shift schedule. This truck is a point-to-point vehicle that leaves from Vallam Hub at 01:30 and arrives at the Hosur Plant at 09:00 to unload. At the factory, various suppliers' goods are unloaded at designated supplier docks. Emptying the van will need a whole day, during which time it will remain there till the following day when it is moved again. When the first truck is in Hosur throughout the day, the second shift truck will be in operation at Vallam hub. The cargo from the two trucks has been successfully delivered to the facility in Hosur using this way. There will be two locations for the long-haul truck to offload the goods on the Mysore route. At 1:30, this one likewise sends the vehicle from Vallam Hub in the direction of Hosur Hub. It departs for the Mysore facility after first delivering the cargo to Hosur Hub. At Hosur Hub, the leftover goods from Himachal Pradesh is located. A different vehicle from the Hosur Hub is used for transportation to Himachal Pradesh. Thus, the vehicle will be loaded with our stuff and driven to

Himachal Pradesh. At the Mysore facility, there are regulations stating that a vehicle entering the facility cannot bring goods from another supplier. For the truck to depart from Hosur Hub at 14:00, it must first go to Hosur Hub, get there at 09:00, and discharge all cargo—aside from Mysore freight. At 21:00, it arrives at the Mysore factory and unloads the cargo. The procedure for moving the trucks will be the same here as well. This is how long / line-haul transportation operates. A separate truck will use the order-basis mechanism to go from Vallam Hub to Hosur Hub. It transports spare parts as cargo. There won't be a frequent end of this. Assuming the spare order shows up, the goods will be conveyed to the designated destination via an independent truck and then arrive at the Hosur hub. Depending on the amount of cargo load, the vehicle's size will be altered.

### Challenges

Leading company Supply Chain Solutions is committed to providing all-inclusive supply chain solutions for a range of industries. Our key objective is to minimize transportation costs while preserving the highest level of efficiency possible along the whole supply chain. We are aware of and actively addressing the following major issues affecting our industry: Truck Availability: We make sure that we have a strong fleet of trucks that can fulfill the demands of transportation operations, especially at busy times or when demand unexpectedly increases. We place a high priority on maximizing truck usage as we carefully strive to reduce empty miles and improve resource allocation, which in turn lowers transportation costs overall. We use tactics including load consolidation, route optimization, and effective scheduling to save transportation costs by streamlining both line haul and milk run operations. Smooth operations depend on the effective use of warehouse space, and we carefully control storage to prevent additional expenses related to ineffective

layouts or needless storage. As we coordinate production schedules, reduce lead times, and improve transportation planning for on-time delivery of goods, effective cooperation with suppliers is crucial. We constantly update and upgrade our systems to better visibility, tracking, and administration of transportation operations for increased efficiency and cost savings because we recognize the value of technology. To reduce the possibility of delays, we proactively develop and execute backup plans. This enables us to quickly handle unanticipated interruptions. Supply Chain Solutions is dedicated to advancing these goals by taking on these obstacles head-on and putting strategic initiatives centered on optimization, technology adoption, and proactive risk management into action to down transportation expenses while enhancing overall supply chain efficiency and customer satisfaction across diverse industry sectors.

### Proposed Solution

We can reduce expenses and the amount of carbon dioxide released into the atmosphere by streamlining transportation. Regarding route optimization, the following route to long-haul/line-haul operation is displayed, and a flow chart below also illustrates the more recent methodology.

### This is the Current Path that has been Taken up to this Point:

After the transportation routes were analyzed, this flow mechanism was discovered.

There is the flow chart for the specified technique:

### Suggestion

- To minimize damage and theft, cargo should be properly packed, sealed, and palletized for transportation. This will also shorten the time

needed for unloading and proper inventory storage.

- In the realm of logistics, the use of Radio Frequency Identification for each cargo has led to technological advancements and a decrease in human error during cargo calculations.
- In order to improve milk run route transportation the advance information from the JIT portal to the Vallam hub can send it with a low tonnage carrier for milk run process.
- By optimizing the above-mentioned route can be utilized to cut down on the distance travelled during long-haul or line-haul travel.
- To install trackers in the vehicles will allow us to monitor the truck's progress in real time while it is being transported and steer clear of areas where delays are likely to occur.
- To stack the items from end to front to maximize warehouse space and cut down on loading and unloading times.
- Either a properly operating dock must be ready to offload the goods, or a functional dock has to be fixed so that it can function well during loading and unloading.
- Examine the operation's transportation routes in order to cut down on excessive travel time.
- To minimize the carbon emissions and promote environmental sustainability we should reducing the amount of vehicles used in the operation.
- In order to minimize transportation costs, expenses, journey time, and distance in long-haul transportation two 7-ton trucks can be substituted with a single 16-ton truck.

### Conclusion

To sum up, the thorough assessment of Milk Run and Line Haul operations in the context of the supply chain offers a complex picture of effectiveness, sustainability, and operational optimization. The results highlight how important strategic efforts are for lowering costs, promoting environmental

sustainability, and improving overall operational efficiency. Examples of these initiatives include palletizing goods, using RFID technology, and optimizing transportation routes. Through the consolidation of shipments, route optimization, and utilization of collaborative shipping, businesses may achieve significant cost savings and concurrently lessen their environmental impact and carbon emissions. Furthermore, operational effectiveness is further improved and sustainable supply chain practices are supported by the combination of technology and good warehouse management techniques. These findings not only point out the possibility of financial savings and environmental advantages, but they also emphasize how crucial proactive approaches are to solving problems and improving supply chain efficiency. Accepting these suggestions can help businesses improve the efficacy, economy, and sustainability of their supply chains, which will promote long-term success and

adaptability in a world where competition is intensifying.

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## CHALLENGES IN SUPPLY CHAIN OPERATIONS IN RETURN MATERIAL AUTHORISATION FOR LAPTOP ACCESSORIES

**R. BLESSY HELEN**

*MBA Shipping and Logistics Management  
Vels Institute of Science and Technology and Advanced Studies (VISTAS)  
Chennai*

**S. VASANTHA**

*Professor, School Management Studies  
Vels Institute of Science and Technology and Advanced Studies (VISTAS)  
Chennai*

### Abstract

*The purpose of this research is to determine and evaluate the difficulties encountered in supply chain management concerning Return Material Authorization (RMA) procedures, particularly regarding laptop accessories. The goal of this study is to provide light on the challenges that supply chain managers face while implementing the RMA framework for laptop accessories. Through comprehension of these obstacles, interested parties may develop plans to improve RMA procedures, raise client contentment, and simplify supply chain activities. Examining the body of knowledge about RMA procedures, supply chain management, and the difficulties of unique to laptop accessory returns. Return Material Authorization (RMA) is a vital process in supply chain management, particularly in industries where product returns are common, such as electronics or manufacturing. It is a formal process initiated by customers or vendors to return products to the manufacturer or supplier for repair, replacement, or refund. A Reverse Logistics process, that allow the customers to send the used part either to be repaired or to be send to scrap. Compiling the information from manufacturers, distributors, retailers, and customers through surveys, interviews, and case studies. Using quantitative analysis to examine the information gathered, determining based on the problem identified.*

**Keywords:** *return material authorization, supply chain management, laptop accessories, customers.*

### Introduction

Effective supply chain management is essential for businesses looking to stay competitive and satisfy customers in the fast-paced commercial world of today. The Return Material Authorization (RMA) process and other return management procedures are critical to supply chain operations. Authorization and administration of returned items are part of this procedure, which makes sure they are handled properly and quickly. This study focuses on the difficulties that supply chain managers have while handling return material authorization (RMA) procedures, particularly in the context of laptop accessories. The return materials authorization

(RMA) procedure is crucial to keeping consumers happy in the short product life cycle era. Therefore, it is important to research how to weigh the trade-off between overstock and under stock in order to strike a balance between cost-cutting and customer pleasure. - Pearman A (2016) Chargers, batteries, docking stations, and peripherals are just a few of the many items that fall under the category of laptop accessories and are essential to the modern computing experience. The need for laptop accessories has increased as more people rely on laptops for business, education, and pleasure.

### Supply Chain Performance

In the contemporary globalized and fiercely competitive business environment, the effectiveness of supply chains is a critical factor in determining the prosperity and longevity of enterprises in many sectors. Efficient fulfilment of client needs, cost optimization, and timely delivery of products and services are contingent upon a well-oiled supply chain. A vast array of metrics and indicators are included in supply chain performance, which assesses the efficacy and efficiency of the supply chain's whole process—from locating raw materials to shipping completed goods to customers. Lead times, inventory turnover, order fulfilment rates, on-time delivery performance, and overall cost-effectiveness are a few examples of these indicators. The integration of reverse logistics with forward logistics can help companies optimize their supply chain operations and improve their overall performance." (Pagell, Mark 2004)

## Problem Statement

### Challenges

**Incorrect or Incomplete Information:** Customers or vendors may provide inaccurate or incomplete information when initiating an RMA, leading to delays or errors in processing the return.

**Delays in Authorization:** Slow response times or unclear criteria for approving RMAs can result in delays in authorizing returns, prolonging the resolution process, and frustrating customers.

**Change of Disposition codes:** Due to the change of disposition codes there a lot of unattended parts which will eventually delay the process and the further processes too.

This case deals about the above-mentioned challenges faced in the Return Material Authorization. The main problem is that the insufficient of space at the warehouse. It is because of the scrap and the late clearance of the scrap. Scrap must be cleared then and there. Sometimes it gets delayed by the improper numbers of part

number, material number and order numbers too. When the parts are being returned it must be returned with all the details of the box with the proper

## Conclusion

In conclusion, firms operating in various supply chain domains face considerable obstacles because of the difficulties associated with Return Material Authorization (RMA) procedures for laptop accessories. Every participant is affected by the intricacies and inefficiencies involved in handling returns of laptop accessories, including manufacturers, merchants, and end users. Aspects of the RMA process such as quality control, inventory management, communication failures, and reverse logistics are among the issues that have been cited as problems. These difficulties not only raise operating expenses and decrease productivity, but they also cause consumer angst and harm a brand's reputation.

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1. Dr. S. Vasantha, professor of Vels institute of science, technology, and advanced studies. She, IS currently working as a professor in the department of MBA at Vels Institute of Science, Technology & Advanced Studies (VISTAS) since 2011. She has published 10 books, 117 Scopus indexed articles. Under her guidance 11 MPhil scholars and 24 PhD scholars awarded PhD degree. During the year 2019-Seminar/Partial financial Assistance of Rs.15000 received from TANSCT for organizing National Conference on Technology enabled Teaching and learning in higher Education
2. Currently working in the project "STI Hub for Technology enabled production and marketing of value-added Agricultural Products to enhance the Livelihood of SC community in Thellar block,

- Vandavasi Taluk, Tiruvannamalai District, Tamil Nadu State” for Rs 266,13,618
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  4. 2016: Grant of Rs.39000 received from NABARD for conduct of MEDP on Artificial jewellery making for 30 self-help group members for 13 days
  5. 2016: Research project: A study on lifestyle trends influencing processed food and impact on health among school going children - Tamil Nadu Department of Science and Technology for the period of 2 years- Rs.407000
  6. 2015: Seminar grant-aid Rs, 200,000 received from ICSSR for National Conference entitled “Achieving “Millennium Development Goals” - Challenges and Future.



# DIGITAL TRANSFORMATION OF OUTBOUND LOGISTICS IN AUTOMOBILE INDUSTRY

**R. KISHORE**

*MBA-Shipping and Logistics Management  
Vels Institute of Science, Technology & Advanced Studies (VISTAS)  
Chennai*

**Dr. S. VASANTHA**

*Professor, School of Management Studies  
Vels Institute of Science Technology and Advanced Studies (VISTAS)  
Chennai*

## Abstract

*This study highlights the current manual processes and activities related to outbound logistics in automobile industries while emphasizing the need for a digital transformation. It attempts to pinpoint places where manual intervention is prevalent and where inefficiencies might occur as a result of a lack of digital tools and automation by carefully outlining every stage of the present workflow. The ultimate goal is to create the conditions for an outward logistics system that is more digitally linked, streamlined, and efficient. This study is to argue for the adoption of digital technologies like automated tracking systems, real-time data analytics, and digital documentation management. By doing so, organizations can improve visibility, make better decisions, lower errors, and ultimately drive growth and competitiveness in the digital age. The primary goal of this is to highlight the critical need for digital transformation in outbound logistics operations. The research studies are designed to analyse the digital revolution of outbound logistics in automobile industry. The research design such as case studies and interviews, are employed in this analysis to examine and collect perspectives from many stakeholders, including manufacturers, distributors, retailers, and customers. The digital outbound logistics process analysis is expected to yield valuable new insights into the processes as well as the current ones, identify roadblocks and best practices, and direct strategic planning and decision-making for innovation and optimization in this area. By providing new data and insights, this research advances academic understanding of digital outbound logistics. It offers doable solutions to help stakeholders enhance their outbound logistics processes. This promotes resource conservation and environmental sustainability. In the end, it minimizes damage to the environment and reduces waste.*

**Keywords:** out bound logistics, digitalization, technology, logistics service providers, proof of delivery.

## Introduction

The digital transformation of outbound logistics in automobile industry is critical to ensuring seamless operations, complying with regulations, and fulfilling customer satisfaction in today's fast-paced corporate environment. This article explores how a well-known motorcycle manufacturer's out bound logistics have gone digital, showing how digital technology have improved its logistical operations. Demir, S., Paksoy, T., & Kochan, C. G. (2020), said that Changing

Patterns of Logistics in Industry 4.0 and role of digital transformation in SCM". The firm has revolutionized its logistics operations by implementing automation, real-time tracking, and advanced data analytics. This has increased efficiency, decreased risks, and improved client experiences. Effective outbound logistics are critical for on-time product delivery and regulatory and safety standard compliance in the extremely competitive automobile industry. Acknowledging this

requirement, the factory started a thorough digital transformation process to optimize processes, boost visibility, and guarantee compliance throughout its export logistics network. Several outbound logistics activities, including dispatch planning, verifying vehicle readiness, verifying documentation, and tracking vehicle status, were previously handled manually by the automobile companies. Bolte, N. O., & Goll, D. C. (2020), said that "Potential analysis of track-and-trace systems in the outbound logistics"

These manual processes were labour-intensive and prone to mistakes, which led to inefficiencies and problems with compliance. In addition, the existing procedures did not provide real-time visibility, which made vehicle monitoring and timely delay resolution more difficult.

In-Plant Dispatches, contact with logistics service providers (LSPs) is essential throughout the early stages of logistics operations. This entails calling to communicate dispatch plans and anticipated volume as well as getting daily confirmation of vehicle readiness via calls or messaging services like WhatsApp. Security staff carefully checks truck documentation and specifications before to loading, noting any changes and making sure the GPS works.

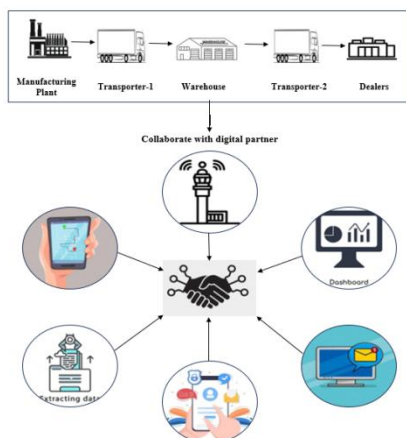
In First-Mile Logistics, GPS, driver mobile, and Fasting data are integrated into effective tracking systems for real-time vehicle monitoring. Waybill lengths are extended to mitigate delays, and warehouse staff members are notified of roadblocks so that appropriate parties are notified. We keep a careful eye on unloading delays and send out notifications to the relevant parties so they may take the appropriate action. E-POD: The warehouse in-charge calculates loss for insurance claims and notes any remarks or damages mentioned in the proof of delivery (POD). Insurance claims are handled by the business division, which gathers the required paperwork and emails it to the processing party. Within the warehouse, tasks include manually

checking truck documentation and inspecting specifications prior to loading. The GPS kits are checked for functionality, and the location of the motorcycles within the trucks is manually noted. Manual management is also used for secondary truck monitoring, driver registration, route planning, and transit document creation. In Second-Mile Logistics, scenario, vehicle monitoring is facilitated by interactive maps, much like in first-mile logistics, while delays and unloading procedures are managed manually. Relevant staff get alerts so they may take the appropriate action.



At this point, projected damage losses are computed for insurance claims, and comments and damages are noted in secondary transportation PODs. Root cause analysis of damages is done manually along with POD data reconciliation and insurance claim filing with necessary paperwork for delivery at dealerships. Automotive firms need to have efficient outbound logistics operations in order to satisfy customer needs and maintain competitiveness in the ever-evolving manufacturing industry. Automotive firms that specialize in automotive items have found that their operations have become a bottleneck as a result of several issues with their present workflows. The main cause of the problem is the logistics chain's reliance on manual interventions. In addition to adding inefficiencies, this manual method raises the possibility of mistakes, which causes delays and inconsistencies in the delivery process. The automobile industry finds it difficult to trace shipments precisely in the absence of real-time insight into the movement of goods, which makes it more difficult to guarantee on-time delivery to clients. Furthermore, in the highly regulated automotive business, maintaining regulatory compliance is a

vital component that vehicle companies find challenging to do in the absence of real-time data. Adherence to transportation rules is crucial not only to evade penalties but also to preserve the organization's standing and confidence among stakeholders and consumers. Its operations are at danger due to the lack of insight into the logistics process, which makes it susceptible to compliance problems. Handling insurance claims for damage sustained during transit is another major difficulty. When manual procedures are used, it becomes difficult to record and confirm damages, which frequently results in disagreements and delays in the processing of claims. The company's connections with clients and shipping partners are also strained, in addition to its financial performance.



**Source: Author's own source**

The automobile industry's digital transformation of outbound logistics is a striking illustration of how to use technology to improve customer experiences, guarantee compliance, and increase operational efficiency. By utilizing automation, real-time tracking, and data analytics, businesses have raised the bar on dependability and efficiency. Trushkina, et.al,(2020).Due to automation as well as the development of new business models and technology like digital platforms and big data analytics, the digital economy is fueling GDP growth. This article defines the requirements for the Logistics

4.0 concept and examines logistics operations in the context of digital transformation. The idea is to employ digital technologies to manage logistical flows and plan intricate tasks. Cloud services, Internet of Things, robotics, automation, block chain, artificial intelligence, unmanned aerial vehicles, 3D printing, quantum computing, super grid logistics, space logistics, digital platforms, sharing economy, multichannel logistics, mass personalization, sustainable logistics, sharing economy, multi-supply, and customer experience are among the priority areas. By streamlining procurement, cutting human and labor expenses, and simplifying logistics, these adjustments can lower costs. Singhdong, P. (2020), said that "Digital transformation factors influencing the sustainability of logistics service providers". Furthermore, by implementing electronic proof of delivery management and automated document validation, compliance risks have been reduced and safety and regulatory requirements have been upheld. Real-time tracking offers improved visibility that facilitates proactive decision-making, expedites issue resolution, and ultimately results in an improved customer experience marked by prompt delivery and proactive communication.

### Operational Challenges

Ensuring the smooth transportation of motorcycles from the production plant to dealership locations presents issues for the manufacturing plant. From in-plant dispatches to delivery at dealerships, a number of operational bottlenecks and inefficiencies have been found throughout the transportation process, despite persistent efforts. Dispatch plans and volume expectations are communicated to logistics service providers (LSPs) at the beginning of the transportation process via phone calls because there is no standard procedure in place for doing so. The manual communication method has the potential to cause errors and delays in the transmission of crucial information, which might have an impact on resource allocation and coordination endeavors.

Furthermore, security staff at the gate presently manually validates truck documentation, such as driver's licenses, permits, insurance, and fitness certificates. Legal and safety requirements might be jeopardized by oversights or mistakes made during the human verification procedure. Furthermore, there is a significant manual component to the process of checking truck specs prior to loading, recording the location of bikes within trucks while loading, and verifying the creation of transit documents like waybills, invoices, shipping transport notes (STN), and lading receipts (LR). In addition to taking time, these manual operations provide room for errors and inconsistencies in documentation. Lam, H. Y., et.al, (2024), In order to increase the accuracy and efficiency of e-commerce logistics services, this article suggests using a robotic process automation (RPA) approach. Three bots are integrated into the model for data collection, data verification, and order progress tracking. According to a case study, the algorithm considerably outperforms human methods in logistical operations, freeing up labor for value-added activities. Ribeiro, R. (2021), can use data for both short-term operational techniques and medium-term objectives efficiently will have an advantage in the market battle. Companies must comprehend Ackoff's DIKW hierarchy in order to convert data into wisdom instantly. Businesses must use information systems as a strategic, value-added instrument for decision-making as part of this digital revolution. The enterprise value chain's evolution is presented in this study, which also highlights how information systems integration is essential. Better data to wisdom transformation as a result will speed up the optimization of market value functions. Tran-Dang, et.al, (2021), In order to achieve a sustainable and effective global logistics system, the Physical Internet (PI) paradigm necessitates interconnectedness and interoperability. Industry 4.0's digital transformation (DT), which makes use of

technologies like 5G, IoT, AI, machine learning, big data analytics, and cloud computing, is how this is accomplished. This paper investigates how DT affects PI, highlighting important issues and unresolved questions regarding its application in supply chains and logistics. Kuppuswamy, K. V. (2021), Value Stream Mapping (VSM) is being used by Beverage Co, a fast-moving consumer goods company, to enhance last-mile delivery in growing markets. With an emphasis on value generation, the project seeks to increase flexibility and enhance customer experience. The methodology entails evaluating digital capabilities, finding inefficiencies in the system, and mapping the distribution value streams in their present and future states. With a high value-to-cost ratio and benefits for over 90% of clients, the outcome is a 4–6 hours distribution model that illustrates the possibilities of digitalization. Khairuddin, A. A., et.al, Because of inadequate tracking and tracing inside their networks, logistics companies in Malaysia are facing challenges related to low-quality last-mile services. IoT development is happening so quickly that it has an impact on outbound logistics, which includes last-mile deliveries. Although IoT adoption is slow in Malaysia, it can assist optimize delivery operations. The purpose of this study is to investigate the level of IoT readiness across Malaysian logistics companies and to provide best practices for integrating IoT into last-mile parcel delivery services. The research employs qualitative methodologies, including case studies of a Malaysian courier company. IoT increases productivity and business efficiency, according to preliminary findings. Enrique, D. V., Lerman, et.al, This study looks at how supply chain flexibility and operational effectiveness are affected by digital transformation in settings where suppliers and customers are unpredictable. The relationship between information demands and capabilities offered by the three components of the Smart Supply Chain—digital transformation strategy, digital base

technologies, and digital front-end technologies—is explained using the organizational information-processing theory. The findings demonstrate that, as a result of these dimensions' sequential mediating function, smart supply chain and operational performance are statistically associated. Businesses with high levels of supplier uncertainty use front-end technologies like robotics, 3D printing, simulation, and augmented reality for sourcing flexibility, while those with high levels of customer uncertainty use base technologies like IoT, cloud, big data, AI, and blockchain for delivery and manufacturing flexibility. Carujo, et.al, This study examines whether investing in digital transformation in the publishing industry is financially feasible, with a particular focus on a sizable publishing group in Portugal. In light of the COVID-19 pandemic, the study intends to enhance sustainability, productivity, and competitiveness through the implementation of a warehouse management system. The writers examined existing issues and resources using semi-structured interviews and focus group methods. They discovered that investments in information technology do not always result in a competitive advantage and that success depends on careful management and a thorough examination of the technology's financial and economic feasibility. The study highlights the value of both technical and strategic analysis in digital transformation initiatives and offers a paradigm that firms may adjust to in a changing environment. Lagorio, et.al, The objective of this comprehensive analysis of the literature is to uncover research gaps and trends while also enhancing knowledge of emerging technologies in logistics. Technologies, evolution, and interactions with methodology are the primary research trends. The primary gaps are in the areas of integration and communication, the adoption of new technologies, and the distinctions between inbound and outbound logistics Bayarçelik, et.al, In Cyber-Physical Systems (CPS), communication between humans and

machines is made possible by Industry 4.0, the last industrial revolution. It was first presented in Germany, but because of its potential for affordability, adaptability, and sustainability, interest in it has grown worldwide. Our lives are changing significantly in this period, especially in the logistics industry. The logistics industry, with its diverse range of technology and associated paradigms, is keenly monitoring these developments. The logistics industry, specifically in Turkey, is the subject of this chapter's discussion of its benefits, drawbacks, prospects, and threats. LALAH, et.al (2019), The progress in digital technology has led to a growing emphasis on digital transformation for supply networks, production processes, and enterprises. Businesses are having difficulties in many areas of manufacturing and the supply chain, which calls for a digital revolution. The objective of this study is to enhance comprehension of digital changes and explore the ways in which Industry 4.0 technologies aid the supply chain. The primary goals of the study are to pinpoint the driving forces behind the adoption of digital technology, the behaviors they entail, and the advantages these behaviors produce. A theoretical structure is formulated to establish connections between the incentives, behaviors, and advantages of embracing digital technologies, as well as to assess the subject and its associated advantages. The study analyzes previous research and studies linked to the topic using a two-phase analysis approach and a thorough literature review. Woschank, et.al, This study examines the literature on industrial logistics digitalization with an emphasis on findings from practical research. It looks into the potential, hazards, and technology that make digitalization in logistics possible. Through text analysis using secondary data, the authors pinpoint regions that hold great potential for future research endeavors. Long-term cost savings and competitive benefits will result from this. Glistau, et.al, Two important industrial and logistics developments are

covered in this paper: Industry 4.0 and Logistics 4.0. The term "industry4.0" denotes the fourth industrial revolution, which includes information networking, virtualization, and digitization. It investigates how these trends will alter conventional logistics ideas and tactics, emphasizing managerial needs, solutions, and the viability of time-tested tactics. Additionally, even with the use of interactive maps that incorporate GPS, driver mobile, and Fastag technologies, the tracking of vehicle status and location still requires manual follow-up procedures for extending waybill durations and alerting pertinent personnel upon vehicle arrival at depots or dealerships. The manual follow-up procedures might cause delays in resolving problems or carrying out essential tasks. Furthermore, a lot of manual input and departmental cooperation go into the e-POD stage documentation process, which includes logging remarks or damages, estimating loss for insurance claims, and submitting required documents. The manual coordination procedure may lead to irregularities or delays in the timely processing of insurance claims and the efficient resolution of losses.

Overall, there are a number of inefficiencies and difficulties with the current transportation process, which include the use of manual communication techniques and a reliance on human verification and documentation processes. In order to resolve these problems, all current procedures must be thoroughly examined and maybe redesigned in order to improve productivity, optimize operations, and guarantee regulatory compliance during the production plant to dealership transportation routes.

### Challenges

Route planning, proof of delivery (POD) reconciliation, truck documentation checks, and other logistical tasks that rely only on human processes can result in inefficiencies, mistakes, and delays. Operational difficulties might be exacerbated

by human error that leads to erroneous data collection and transmission. While it is easy, communicating with logistics service providers (LSPs) mostly through calls and message services has some risk in terms of miscommunication, delays, and information loss, which might lower the quality of the services. The reactive approach of reporting delays and obstructions only after they happen impedes proactive problem-solving, even in the availability of real-time vehicle tracking devices.

For effective monitoring, integrating GPS, driver mobile, Fastag data, and other tracking technologies into a single platform may present technological challenges. This calls for ongoing maintenance to guarantee compatibility and seamless data flow. It root cause analysis and preventative actions are not carried out successfully, inadequate damage control methods may result in losses and reputational harm. Moreover, in order to reduce costs and maximize settlement times, the manual, time-consuming, and inconsistent insurance claim handling procedure has to be simplified. To maximize logistical operations and reduce possible risks and losses, these procedures must be streamlined.

### Conclusion

The use of technology to optimize outbound logistics operations, ensure compliance, and provide better customer experiences is best Shown by the digital transformation of outbound logistics. By utilizing automation, real-time tracking, and data analytics, the automobile sector has established a new standard for dependability and efficiency. The importance of digital transformation in logistics cannot be emphasized as organizations continue to change in the digital age. This improves outbound logistics transparency in the automotive industry. The automotive industry's digital transformation of outbound logistics is a shining example of effectiveness, dependability, and customer-centricity. Organizations have transformed operations and raised the bar for reliability via the deliberate

integration of technologies like automation, real-time tracking, and data analytics. This shift greatly improves the entire consumer experience while also guaranteeing compliance and streamlining logistical operations. It is impossible to overestimate the importance of these developments as companies adjust to the demands of the digital age. Digital transformation is changing the outbound logistics environment by encouraging openness and agility, which is driving the automobile sector to previously unheard-of levels of success and pleasure.

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## THE AMALGAMATION OF RESTLESSNESS AND REVELATION IN AMITAV GHOSH'S THE CIRCLE OF REASON

**Dr. Y. V. Sudha Devi**

*Assistant Professor*

*Department of Humanities and Sciences*

*VNR Vignana Jyothi Institute of Engineering & Technology*

*Hyderabad*

### Abstract

*The Circle of Reason is a narrative that delves into the intersection of restlessness and discovery in the human experience. This study dives into the philosophical and narrative intricacies of Ghosh's work, investigating how characters traverse the unrestrained landscape of identity, belonging, and purpose in the face of a fast-changing world. The novel makes for a careful examination of the protagonist, Alu, and his journey through multiple countries hosting various cultures. The article investigates the tension between tradition and modernity, as well as the search for meaning in an increasingly divided society. One gets a window into the narrative abilities of Ghosh as one observes how expertly he weaves the clash of cultures, beliefs, and personal goals; and the manner in which he conveys it to the audiences. He presents a profound analysis of human resilience and the desire for enlightenment. Drawing on literary theory and postcolonial views, this study illuminates the sociopolitical undercurrents of his narrative. This, in turn, reveals the intricacies of the construction of identity and the search for agency in the midst of chaos. Finally, this research demonstrates how The Circle of Reason is a striking monument to man's spirit of resilience, echoing the universal struggle for understanding and atonement in an unpredictable and turbulent world.*

**Keyword:** *Diaspora, Identity, Tradition, Multiculturalism, Enlightenment, Agency*

Amitav Ghosh is perhaps the best-known of those born following the Midnight's Children revolution in Indian English novels. Amitav Ghosh was born several years after the 'Midnight's Children' encountered fate on August 15, 1947. He was born on July 11, 1956, in West Bengal, India, to Shailendra Chandra and Anjali Ghosh. He was raised in East Pakistan (now called Bangladesh), Sri Lanka, Iran, and India. Ghosh received his Bachelor's degree with honours in history from Delhi University in 1976 and his Master's degree in sociology in 1978. He studied social anthropology at Oxford University. In 1982, he graduated from Oxford with a Ph.D. in Social Anthropology.

He is regarded as a remarkable experimenter. He thoroughly studies the form of his works. However, his ideas became the source of his works. Ideas serve as the setting for his novels. Ghosh's

books are always imbued with a sense of commitment that is truly admirable. He may be writing fiction, nonfiction, or a collection of essays, but positive, honest thoughts motivate him as a writer.

Ghosh is a well-known and highly regarded Indian English writer. In his fiction and nonfiction writings, he focuses on the characteristics, concept of tradition, and contradictions of his homeland; yet, Ghosh's characters and topics frequently stretch beyond India's boundaries, most notably to Arab nations and the United Kingdom. Ghosh's works highlight the intercultural linkages between India and its former colonial rulers, as well as its connected neighbours.

Ghosh has been mostly influenced by stories of India's independence and partition. These stories and narrations of such historic events shared by his



parents, family associates, and fellow residents made indelible impacts on his mind. Ghosh's writing has been greatly impacted by the political and social climate of the century. Also, the stories he heard from his father as a child left an enduring imprint on his memory. In a New Yorker editorial, Amitav Ghosh recalls childhood memories, saying

My mother grew up in Calcutta and her memories were of Mahatma Gandhi, Non-Violence and civil disobedience and the terror that accompanied the partition, in 1947 (Ghosh, 104)

Ghosh recalls that his mother's stories were highly fascinating to him as a child since they had a simple, captivating plot and were incomparably vital and charming.

His father's memories about World War II (1939-45) and the Indian fighters of the British Indian Army who fought against the Japanese and Germans were another major inspiration. About his father, Ghosh says

My Father came of age in small provincial town in the state of Bihar. He turned 21 in 1942, one of the most tumultuous years in Indian History. That was the year the Indian National Congress, the country's largest political party launched a nation-wide movement calling on the British to quit India: It was when Mahatma Gandhi denounced the Raj as a "Position that corrupts all it touches". And in that historic year of anti-imperialist discontent my father left home to become an officer in the British Colonial Army in India (Ghosh, Amitav, 104)

Ghosh learned from his father that many Indian officers and warriors were apprehensive to aid the British Colonial Army.

Amitav Ghosh's works reflect his investigative approach to creative writing, revealing to his readers the astonishingly various aspects of his individual, national, and cultural distinctiveness. His works urge a rethinking of the genre of his writings. His books

are regarded as the best works of postwar history, and they modify our perception of our rapidly changing world. Ghosh's words regarding his exploration are

The issues of what novels are not settled for me. What genre I write is not a question I ask myself. Writing for me is a process of becoming. When you are faced with stark reality in the morning that is the time when harmer meets the anvil. And there is no telling in which direction the parks will fly ([www.amitavghosh.com](http://www.amitavghosh.com)).

Ghosh's primary concern is history, and his works are imbued with political and historical insight. However, when examining a historical event, such as India's independence movement, Ghosh's fictional narrative makes minimal mention of Mahatma Gandhi. Despite his intriguing demand, the mythical 'father of the nation' and his strategies of 'Satyagraha' and 'non-violent' fight are not widely featured in his work.

Amitav Ghosh's debut novel, *The Circle of Reason*, was published in 1986 while he was working at the Delhi School of Economics, University of Delhi. This novel has been translated into numerous European languages, including French, where it received the Prix Medici étranger, France's most distinguished literary award. *The Circle of Reason* is a deftly written novel with the folktale appeal of Arabian nights. This is a skilled craftsman's perfectly carved work that spans from a remote village in Bengal to the Mediterranean beaches. It represents a departure from the typical theme of the Indian English book, as well as the form and structure of a well-written novel. *The Circle of Reason* quickly identifies him as a master artisan in the field of fiction.

Even in his first work, Ghosh introduces strange and peculiar events that are repeated and reinforced, becoming an integral component of novels such as *The Calcutta Chromosome*. Motifs

and metaphors are used extensively, with the voyage theme being the most common. This is not surprising given that the author himself journeyed from Bengal to Delhi, then to Egypt and England. He can also narrate stories well. The Circle of Reason is about an eight-year-old orphan from Lallpukur, West Bengal, who is on the run. Ghosh uses the voyage metaphor to convey drama, suspense, and mystery. Shyam Asnani describes the novel as follows: "It is an interesting tale of myriad colourful people..." (Asnani, Shyam.M,1987:141)

In The Circle of Reason, the novelists' trials are plainly concerned with changing events and characters using a combination of similes and specific notions. The complete operational philosophies of mysticism and satire forcefully 'knit' the novel's overall structure. Ideas, characters and metaphors are explained using connected themes. In fact, the personalities are converted into possible allegories. Their search is for exact arrangement of their entity in the sum of experience, however petty and foolish it may be. The characters get this sense of importance by their creative/manipulative abilities, while the author understands this through irony and delegating some of his (tale) narration skills to the characters. As the story advances from Sattva (Reason), through Rajas (Passion), to Tamas: Death', it becomes evident that Alu, the dominating metaphor, only comes to life when surrounded by other live images and active, associative metaphors/contexts.

According to Ulka Joshi, The Circle of Reason features a circular design based on Indian beliefs. She describes the allegories used by Ghosh to highlight the circles and concludes that the novelist appears to use circles throughout the narrative. According to Darshana Trivedi, The Circle of Reason is a thought-provoking work rather than a plot-driven one.

Binoo K. John in Sunday magazine of Indian Express views this new writing as a 'literary

Renaissance' and pays a glowing tribute to the novelists:

In the history of a country's literature such chapters are seldom written. And when most of it is in the language seemingly alien, the magnitude of the literary Renaissance becomes awe-inspiring. English, it seems, has finally become the language in which we will tell our stories to the world. And undoubtedly some Indian writers are blitzing their way to find their appointed slots among the galaxy of the immortals (BinooK.John, Indian Express)

The novel The Circle of Reason begins with the advent of an eight-year-old kid named Nachiketa in Balaram and Tori-Debi's life in Lalpukur Village. The orphaned child of Balaram's brother is instantly named as Alu because his head:

....was an extraordinary head-huge, several times too large for an eight-year old, and curiously uneven, bulging all over with knot and bumps... it is not like a rock at all. It's an Alu, a potato, a huge freshly dug, lumpy potato (TCR,3)

The tale concludes with Alu, Zindi, and Boss going down Medina's roads to the lofty ramparts of the Kasbah, waiting for Virat Singh's ship to carry them to their motherland, India. The all-encompassing structural concept of magic and irony elegantly weaves the novel's overall pattern.

According to Indian philosophy, egos have no beginning or end, hence life follows a circular pattern. In contrast, western belief holds that everyone is born a sinner and is doomed. The permanent treatment suggests a lack of novelty and the prospect of growth. For Westerners, man's origin in Adam and Eve exemplifies perfection, the process of development coming to a logical completion without any leap into a new beginning. They believe that life is a journey with a beginning and an end. Amitav Ghosh used a circular design for his first novel, The Circle of Reason, drawing inspiration from

Indian philosophy and the emporia generated by Salman Rushdie's *Midnight's Children*.

After reading and rereading the story, it becomes clear that, in addition to the circle in the title, several other circles are constructed throughout the novel. The Bhagavad Gita discusses three gunas. Satwa, Rajas, and Tamas are the three divisions of The Circle of Reason that Ghosh has named accordingly. Each part of it is subjected to the approach (Guna), as the term suggests. While most experts define Satwa as the light of realisation, Ghosh addresses it for a cause. The philosophy of reason is Western, and it is associated with numerous features such as the supremacy of logic in distinguishing between right and evil, thinking intelligently, a polished approach and manner of life, and a state free of superstition. The writer seamlessly blends Indian and Western influences; even the novel's title reflects this.

As a result, Balaram chooses a day in May or June when Jagadish Bose realised that vegetables have sentiment rather than any date in 1914, when he was embroiled in establishing his date of birth. Purpose binds people all across the world and brings nations together. Balaram says,

Science does not belong to countries; Reason doesn't belong to any nation. They belong to the History – to the world (TCR, 54).

Balaram says at one point,

If reason, science and all the rest – are to mean anything, they must have the power to move people.... It is the everyday, the mundane things that happen in real life which move people (TCR, 50).

The everyday, the simple and the mundane are related to passion too. Balaram represents purpose and promotes reason. Balaram identifies with reason when, in response to Gopal's suggestion that someone write his life story, he exclaims, "How could anyone write a biography of the discovery of reason?" Balaram, who talks about motives,

constantly appears to be unable to locate one for himself. It is also ironic that someone who insists on science relies on nineteenth-century pseudoscience, phrenology, which is similar to the Indian misconception of popular belief and prediction that competes with.

The second part of the novel titled 'Rajas: Passion' inaugurates with Alu's appearance in al-Ghazira. Commenting on this guna, S.Radhakrishnan says:

Rajas has always an outward movement ....Rajas is impurity which leads to activity (Radhakrishnan. S, 1987:317).

Balaram defines desire as a departure from modest and customary behaviours. Alu's purpose is to rid society of the germ known as money. The final segment is named "Tamas: Death". S. Radhakrishnan characterised Tamas as "darkness and inertia." Tamas also mentions a tendency to deteriorate and perish. In this, Zindi and Alu meet allegorical demises: Zindi is no longer an influential and leading woman, while Alu, for whom intertwining has become a way of life, is unable to intertwine since his thumb has become hard.

The work appears to be a bildungsroman about an orphan named Alu who travels from the obscure town of Lalpukur to Calcutta, the Middle East, and Algeria. It draws on characteristics of the picaresque novel, the novel of ideas, the thriller or detective novel, and the Hindu epic. Thus, the text's linear narrative tactics are contrasted with a multi-voiced, self-consciously circular structure. The Circle of Reason ignores certain historical events, including the international flow of movement to the Middle East in the 1970s, the Bangladesh War of 1971, and the 1930s Indian nationalist movement. However, the narrative is largely concerned with the period of British foundation in India. Through the character of Balaram, Ghosh explores the ongoing impact of the Raj's educational practices on Independent India. Ghosh's concern is not with the Raj per se, but with

the complicated cultural imbrication, caused by the Raj, of many origins – pre-colonial, colonial, post-colonial, and, if one may say so, part-colonial – in the construction of a specific type of awareness.

The Circle of Reason, as the title suggests, is a black and white work that explores reason and reasoning. Logic is rarely useful in the actual world. Reason and result are not applied concepts. In a test centre, it is possible to predict the consequence of combining two factors. However, this is not true in real life. As a kid is born, it is gradually and unmistakably drawn into the realm of the illogical. In research, firsthand introduction and practice are not allowed. The Circle of Reason defies this trend. If we strive to comprehend what is beneath this seemingly strangely organised tale, we will discover that shrewdness is its driving force. As a reasonable Indian, Ghosh is concerned about the germ-infested environment that prevails in the country. In Ghosh's works, colonialism, recolonization, neo colonization, and decolonization are common beliefs. Ghosh suddenly adopts this viewpoint. The present tale also highlights England's dominance over the cloth bazaar. British domination has eroded India's essence. An alternative way of thinking is required, one that combines traditional Indian perspectives with a Western sense of shrewdness. Then 'traditional Indian outlook' may not prove to be a very modest object. Many pleas exist within the Indian perspective that establish the Sanskrit Brahminical cult as a reliable quality will lead to various faults. This multiplicity also represents the fecundity of the Indian concept. What is required is fair credit for this scholastic variety and its extensive study. Similarly, Western deviations are not necessarily undesirable.

In his works, Amitav Ghosh extensively combines present, past, and future perspectives. He accomplishes the same thing in The Circle of Reason. His writings consist of a variety of opinions. He establishes one instance, and if that instance ties to any other prior events, he immediately returns to

that event. As a result, the novel's entire plot is constantly shifting between the past and the present. Besides, this is fairly rational in its own right. In any event, the present is born from the past. So, why not go to the immense pool of memories, dreams, and wishes known as the past. The novel is overcrowded with characters. The episodes are only loosely related. Essentially, the novel tells three storylines. The first section tells the story of Balram. He is a rationalist who was affected by the life of Louis Pasteur. He is an idealist to the point of being human. He has no interaction with others. He views others solely as objects to observe. He pushes his impulses too far and becomes self-destructive. In reality, he undermines Bhudeb Roy's resolve. He is similarly cynical. He's a congressman. Alu, the protagonist, is Balaram's nephew. He is the only survivor in his family. Part II of the novel tells another story. A worldly, concrete, and ardent trader works to connect the Indian community in the Middle East. However, these efforts prove to be unfeasible. The final portion tells the narrative of Mrs. Verma and her desert experiments. At the end of the story, these characters are looking for wider horizons, unformed hopes, and ideas. Hope is their sole asset.

The Circle of Reason is a story of unrest and displacement. However, science, politics, philosophy, culture, history, language and art, the joy of living, the pain of recurring losses – these are just a few of the aspects that make the room of this novel complex. Like that of a magician's, the tale's restless energy brings a new revelation at every moment and on all levels.

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# POSTMODERNISM IN THE NOVELS OF CHETAN BHAGAT: AN ANALYSIS

**Dr. S. UDHAYAKUMAR**

*Assistant Professor and Head*

*Department of English and Comparative Literature*

*School of English and Foreign Languages*

*Madurai Kamaraj University, Madurai*

## Abstract

*Postmodernism is a term used to define a cultural shift away from modernism that occurred in the late 20th century across philosophical disciplines, the arts, architectural styles, and critical writing. Postmodernism has been used to describe both the time period that followed modernity and the many artistic, musical, and literary movements that emerged during this time in response to various modernist tendencies. Chetan Bhagat is a literary legend, not only in the realm of postmodernism but also as a representative of the new India. He's unleashed a wave of postmodernism in Indian writing translated into English. In contrast to the global literary establishment, which tends to focus on historical fiction set in India, Chetan Bhagat has risen to prominence by writing about the present. He is able to keep his sense of humour despite writing about serious issues. His works have a revolutionary quality that echoes postmodern literature. In his view, literature's ultimate function is to provide a window into society. This paper demonstrates and defends the position that Chetan Bhagat is the postmodernist writer, as evidenced by the author's own works.*

**Keywords:** *postmodernism, fiction, chetan bhagat, society*

## Introduction

Chetan Bhagat has written eight books to this point, and each one shows his deep care for today's youth and their issues, hopes, and dreams. His works manage to keep their sense of humour despite dealing with harsh realities of life. The moral lessons, heavenly advice, and practical suggestions projected by his writings are strikingly similar to those found in parables. In addition, the aforementioned factors allow for a more accurate characterization of his works as postmodern projections of parables. The victories and defeats of the youth are common aspects of Chetan's stories with respect to the present generation and era. Therefore, the focus of the current paper is limited to those concerns. In her perceptive article, *Culture of Consumerism* as reflected in Chetan Bhagat's *One Night @ the Call Center*, Yatri D. Dave zeroes in on the methods and fashions of the modern world. She analyses how the novel's theme of consumer culture demonstrates effective marketing strategies for material goods.

Chetan Bhagat is an accomplished writer, columnist, and motivational speaker best known for his dramedy novels written in English and centred on young Indians from middle-class urban backgrounds. Chetan Bhagat is a public intellectual in the post modern Indian fiction which

rotates round aspirations and desperation, smiles and tears, fears and cheers, love and parting of the youth of new India.

More than just a writer, Bhagat has become a symbol of youth culture. Countless young Indians owe their love of reading to his lively and humorous storytelling. Novels, in his opinion, are the ideal medium for spreading his ideas and opinions about youth culture and society, as well as for providing inspiration and entertainment.

First novel *Five point someone* by Chetan Bhagat, a graduate of IIT Delhi and IIM Ahmedabad. Everything in the novel takes place between 1991 and 1995 at the Indian Institute of Technology in Delhi. The novel centres on three mechanical engineering students named Hari Kumar, Ryan Oberoi, and Alok Gupta who are struggling to adapt to the IITs' grading system because they were raised using the byhearting method. Hari, Ryan, and Alok tell their stories in this book, and Hari's girlfriend Neha Cherian contributes a letter. The book focuses on the antics of the trio as they attempt to navigate the college grading system and Hari's affair with Neha. The novel generally has a light-hearted tone, but there are some serious moments, particularly when it deals with the protagonists' families.

The author takes a satirical look at the dull classes and boring homework that contribute to the students' plight. With the arrival of new fluid mechanics professor Prof. Veera, all three of them have reason to be optimistic.

The criticisms of ragging, pointless grading systems and the vain behaviour of IIT students that Chetan voices in this book are all true. This intriguing book depicts the dreams of three characters Hari, Alok, and Ryan who are all well-rounded people with diverse goals and aspirations and who also stand in for the diverse student body at some of the nation's most prestigious universities. They were told to "Take off your clothes" by Baku and the other older students. Such humiliating incidents committed in the name of ragging have a significant emotional impact on the students, which may increase the number of students attempting suicide. Ryan, an attractive and heavy man, rebelled against the tradition of ragging nation. The novel also hits on an important theme: professors' helplessness in the face of exceptionally bright students armed with sophisticated common sense questions. Everything that makes less work for people is considered to be an efficiency booster. Everything you see around you is a machine, so don't be surprised. (P-9) Ryan, a student, suggests a gym machine, saying, "Sir, what about a gym machine, like a bench press or something like that?" That doesn't lessen the need for human labour. Quite the opposite, it boosts it. (P-10).

Our system of technical education system has become a dead structure, and wants renewal and huge reformation, as is blindingly evident in this novel, which seeks to shed light on the aspects of postmodernism in which the youth of engineering attempts to subvert the conservative pattern of imparting technical education and the conventional way of assessing the cognitive abilities of students on the basis of Grade Point Average. The cumulative grade point average (GPA) should not be seen as the sole indicator of a student's potential because each individual is endowed with distinct abilities.

### ***One Night @ the Call Center***

*One Night @ the Call Center*, the second work of fiction by Chetan Bhagat, was released in 2005 and centres on six employees at the Connexions call centre in Gurgaon, Haryana, India. Questions of career, inadequacy,

marriage, and family conflicts in postmodern India are at the heart of this novel, as are those of the rising Indian middle class as a whole. The novel takes place in a call centre, with one of the events taking place late at night. "It was night, and there was a phone call from God," the narrator says. It's a love story about some young Indians who are bored at work and try to answer the stupid questions of their Midwest American counterparts who are afraid of technology. The exes, the bad boss, and God are the three major motifs.

Six friends who all work in the same call centre are the main characters.

Sam is in the same office as the woman who duped him.

Esha is a mere two inches short of being a model. Vroom aspires to bring about global transformation. Radhika is juggling her in-laws' mother and her work obligations. An uncle who serves in the military is devoted to his family, especially his grandchildren. His son and daughter-in-law refused to have him move in with them, despite his repeated requests. Each of these people has their own issues that cause them to be shown and described as repressed characters. Everyone sees their own problem as a mere tempest in a teapot.

At some point, God calls them and gives them a pep talk about having a positive attitude and working hard to achieve their goals. In fact, it represents a new direction taken by Chetan Bhagat in this area. To my knowledge, no fiction author has ever depicted God using a smartphone to communicate with his followers during a disaster. Here, God shows his friends and devotees the way out of the death trap. The call suggests that the remaining employees make amends with their manager. Bhagat inserts the novel's spiritual interlude with God's unexpected phone call to Shyam.

The author's true motivation is to inspire readers to remain focused and strategic even in the face of adversity. This is the call from the true self that resides in each of us, expressed symbolically. The imperative of their "will to do or the will to live" is beckoning them now. Shyam follows the voice deep within him and becomes the revolutionary. He uses his friend Varun as leverage to get his boss to rescind the layoffs. At some point, he and his pal Varun form their own web development firm. In doing so, he

demonstrates his competence and proves himself deserving of his lady's high expectations.

### **Three Mistakes of My Life**

In his novel, *The Three Mistakes of My Life*, Bhagat shows remarkable dedication to depicting the dreams and disappointments, aspirations and frustrations, of his generation. Some of the harsh realities of modern human existence, where passion rules over emotion and aspiration, are revealed in the novel with irony. Because of his growing maturity and keener sensibility, Chetan Bhagat shines brighter in this novel. In "The 3 Mistakes of My Life," three young men—Govind Patel, Ishaan, and Omi—describe their shared, ardent aspirations.

Govind, the novel's narrator, is a business whiz with a keen eye for opportunity. Omi is more religious than Ishaan is because of his parents' ties to a local temple, while Ishaan is devoted to cricket because of his love of the sport. As such, it appears that business, cricket, and religion are the pillars upon which the lives of these maturing people rest. Bhagat, who never takes sides, observes these three people with ironic dispassion. His protagonists are modern day equivalents of the many young Indians who face moral, social, and religious quandaries. Facts from the author's own life served as inspiration for the story. The book is based on three major failures in Govind's life. Govind's first blunder was investing more than a hundred thousand dollars in a store in a brand-new shopping mall, which was destroyed in the Gujarat earthquake. Govind makes his second mistake when he falls in love with Vidya and Ish finds out about it. Ish then labels Govind a traitor. Govind's third blunder was a delay of a fraction of a second in making a precise move that would have protected Ali from a hit. Everything from love and romance to a social message, a thriving business, everyday life, religious fervour, and cricket itself are all depicted in this novel.

This book is a parable in that it shows how it is possible to get back on track after having one's dreams shattered by unforeseeable circumstances, as long as one has the support of those around them. Like Neha in *Five Point Someone*, Vidya, Ishaan's sister, is a teenage girl who has her sights set on Govind. Like Neha, Vidya experiences feelings of shame and guilt after having sexual relations with a boy. Ali, the son of a local Muslim

politician, is a star character because of his incredible batting ability. The three friends, Govind, Ishaan, and Omi, open a sports store in their neighbourhood and make a go of it by offering extra services like math tutoring and cricket lessons.

Bhagat has given his protagonists agency and the ability to make choices. Previous authors have portrayed their protagonists as being dominated by authority figures such as their parents or employers. Unlike many authors, Bhagat encourages young people to question authority figures rather than blindly accept their word. Bhagat's radical nature shines through in his observation that "Humanity wouldn't have progressed if people listened to their parents all the time." (P-103)

### **Two States**

The film follows a young Indian couple as they struggle to win over their respective families to the idea of getting married. Ananya, a Tamilian from Chennai, catches the eye of Krish, a Punjabi boy from Delhi, in the IIM Ahmedabad mess hall. During the course of just a few short days, they go from strangers to best friends to lovers. They start planning their wedding after they get the job. Krish tries to win over Ananya's family. She believes it now that her lifelong ambition of performing in a major concert has come true, thanks to the fact that she has been given the opportunity to sing alongside S. P. Balasubrahmanyam and Hariharan. They then make an effort to persuade Krish's mother. However, issues arise when his mother's family members are not enthusiastic about the engagement. A successful attempt by Ananya to facilitate the marriage of one of Krish's cousins leads them to change their minds and conclude that Krish should not wed a Tamilian. Throughout his life, Krish has harboured a deep, abiding animosity toward his father. He doesn't express his emotions or maintain a positive bond with him. Now that they've won over their respective parents, the pair is attempting to introduce their families. The group travels to Goa. But their hopes are dashed when Ananya's parents become suspicious of Krish's relationship with his mother. In the end, Ananya's family decides that Krish and she will not wed. Eventually, though, Krish's father—who had previously been like an enemy—convinces Ananya's family to allow the wedding to go forward, and the happy couple is married. Because of this, Krish finally



understands his father's feelings for him. This novel is written in the first person and has a light-hearted tone, making fun of both Tamil and Punjabi traditions. At the end of the book, the protagonist, Ananya, gives birth to a pair of sons.

Bhagat makes it strong that his children will be known only as Indians, and not by the label of any religion or state, when he says that the twins are from a country called "India." 'They'll be Indian,' he predicts. The book chronicles the supreme spirit of nationalism. The story revolves around the romantic and social exploits of two protagonists, Ananya Swaminathan and Krish Malhotra. The novel's content is novel in that it seeks to bring together not only two countries but also two cultures. It makes an effort to portray its citizens solely as Indians, rather than according to their caste, religion, state, etc. All the novelist dares tell the young people of his country is this.

### **Revolution 2020**

Bhagat published the novel *Revolution 2020: Love, Corruption, and Ambition* in 2011. There's a love triangle, some corruption, and a character's quest for self-knowledge in this tale. The novel has discussed the exploitation of future engineers by private coaching institutions offering preparation for exams such as the IIT JEE. The faith and trust that parents place in these coaching centres in the hopes that their children will succeed on standardised tests and improve the family's economic standing is astounding. The book reveals the brutal truth about the coaching industry, which is rife with fraud, corruption, and other forms of criminality. This book tells the story of two friends who are drawn together by their shared love for a girl despite being torn apart by their competing goals and interests. Raghav is a young man from a wealthy but otherwise ordinary family who wants to revolutionise India by aggressive corruption. They've grown apart and busy with their own lives as they've gotten older. However, their shared friend Aarti serves as a connecting factor. The romantic element of the book comes from the fact that they are both in love with the same girl.

Chetan Bhagat's revolutionary zeal is represented by the slogan "Revolution 2020." Despite his father's encouragement, Raghav did not enrol at an Ivy League

university, even though he was qualified to do so. What he does for a living is up to him. He uses the media to voice the concerns of the city's underprivileged to decision-makers. A successful journalistic career opens up for him. Despite the destruction of his printing press, he remains dedicated to helping the poor. He updates the activists on the day's events by writing them in the papers and handing them out. Though the burden was heavy, he did not resign from his position of service. But after witnessing Raghav's suffering as a result of the MLA's and Gopal's joint revenge, and seeing that Raghav's resolve to bring the revolution remains unshaken, Gopal decides to make a change on his part and help his friend in an anonymous fashion. When it comes to him, even Aarathi is willing to die. Despite his undying love for Aarti, he decides to end his affair with Raghav's girlfriend. Also, he requests that Dainik rehire Raghav. Raghav's financial situation gradually improves as he begins to publish his articles, and Gopal is shown to evolve into a more admirable person. Gopal is left on his own terms, preferring solitude, but he has achieved great wealth and success, just as he had hoped, and Raghav, who has married Aarti and is on the verge of becoming an MLA, has also realised his dream.

### **What Young India Wants**

Chetan Bhagat has written two nonfiction books in addition to his six novels. *What Young India Wants*, published in 2012, examines, in straightforward, uncomplicated language. *Making India Awesome*, his most recent nonfiction book, was published in 2015. In it, he analyses the country's most intractable problems, such as poverty, unemployment, corruption, violence against women, communal violence, religious fundamentalism, illiteracy, and more, using simple language and concepts, and offers inspired solutions. Bhagat has infused Indian English literature with some novel elements. The attention of the young has been centred on him. He has tried to channel their energising enthusiasm and drive. In his writings, he captures the hopes and dreams of today's young people. Their basic nature is that of epicureans. As a result, they focus on the good times in life. Bhagat lives for pleasure, not suppression. To help his friends avoid the cynicism of their professors and make the most of their time at the institute, Ryan proposes a plan. To describe

this strategy, he uses the acronym C2D, which stands for "cooperate to dominate". People should stop seeing pleasure and enjoyment as sin, Bhagat says. We only get one shot at this thing called life, so it's important to make the most of it while we're here. Bhagat's call for the country to protect its youth and their potential is a noble one. One of a country's most valuable resources is its young people, who represent its creative force and its potential for limitless growth and development. Bhagat also stresses the importance of women gaining independence. His female protagonists are firm believers in individuality, liberty, and freedom. Using stories and metaphors, Chetan Bhagat provides insightful and perceptive analyses of the problems plaguing Indian politics, society, and the economy, as well as recommendations for how to address them.

### **Half Girlfriend**

In his 2014 novel *Half Girlfriend*, Chetan Bhagat describes the experiences of a poor, rural Bihari boy who speaks Bhojpuri and Hindi and who enrolls at the elite English-medium St. Stephen's College in New Delhi and falls in love with a wealthy, upper-class Delhi girl named Riya Somani, who speaks fluent English. The girl agrees to be his "half girlfriend" despite her lack of interest in a serious relationship.

This tale begins with Madhav Jha, a young man from Dumraon, Bihar. His difficulties at St. Stephens began at the outset due to the fact that, being a country bumpkin, his command of the English language was severely lacking. To contrast, his Madhav Jha gets in thanks to the sports quota because he is a talented basketball player. Similarly, the athletic quota helps bring in the wealthy and stunning Delhiite Riya Somani. Basketball brings Madhav and Riya together, and they quickly become good friends. Exactly one year later, Riya weds her childhood sweetheart Rohan and the couple moved to London, where Rohan set up a successful business. After seeing the lack of classrooms and bathrooms at the school, Madhav decides to ask the local MLA, Ojha, for funding, but he turns Madhav down. When Ojha tells him that Bill Gates will be visiting some schools in Bihar, he seizes the chance. Because Madhav needs Gates to approve funding for his school's expansion, he prepares a speech, ideally in English, to make his case. During his ordeal, he

meets the divorcee Riya. Riya helps him out with the speech preparations. Despite their fundraising success, Riya leaves him a letter after her speech in which she reveals that she has lung cancer. In her final three months of life, Riya follows her dream and moves to New York to pursue a career in singing. Riya's journals confirm her survival three years later. Madhav travels to New York to track her down. Three months later, he tracks her down to a bar where she's performing as a singer. Not much time passes before they tie the knot. The book concludes three and a half years later when the author visits the rural school in Dumraon and finds that it is being successfully run by Madhav and Riya, who now have a son named Shyam. *Half Girlfriend* is an engaging novel that inspires young people to succeed and to think clearly and calmly in the face of adversity. Failure has meaning for Chetan Bhagat because it conceals the keys to success. Madhav urged his son to persevere. There's an implication in "It will happen one day" (P-260) that setbacks are crucial to achieving success. He has cautioned young people to think before they speak and act, as both cannot be undone once they have taken place. Madhav feels terrible about the rude, inconsiderate things he said and did to Riya and he wants to make amends for it. His words, "I wish I had a time machine to undo my actions.....I only wanted it to un-say that sentence," ring with sincerity. The majority of men are also in this state (P- 79) Money is not everything, but in Bhagat's opinion, it can help. There's more to life than just making a buck. Receipt of one such is respect. It is possible to gain respect by always acting in a selfless manner and treating others as you would like to be treated.

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## SOCIO-COGNITIVE AND BEHAVIOURAL CORRELATES AS A MEASURE OF PROSOCIAL TENDENCIES FOR ADOLESCENT STUDENTS

**Dr. C. SUBBULAKSHMI**

Assistant Professor, Women's Studies Centre  
Madurai Kamaraj University, Madurai

### Abstract

*Prosocial behavior, characterized by voluntary actions aimed at benefiting others, is a foundational aspect of social interactions and community well-being. Adolescence is a critical time for developing these characteristics since it is characterised by complicated social dynamics, emotional and cognitive development, and growth. This study examines the behavioural and sociocognitive factors that influence prosocial behaviour in adolescents enrolled in upper secondary schools. Using a stratified sample of 380 students, the research assesses the impact of gender, residence, and community on prosocial tendencies. The study employs established tools, including the Socio-Cognitive and Behavioral Correlates Scale, alongside statistical analyses such as t-tests and Pearson's correlation. These results underscore the importance of gender-sensitive approaches in fostering prosocial development and highlight adolescence as a critical phase for targeted interventions. In order to improve prosocial abilities and to create socially conscious people, the study's authors include including service-learning and community participation initiatives into school curricula. Furthermore, the study fills a void in adolescent psychometric instruments, opening the door for more research on prosocial conduct at this pivotal period.*

**Keywords:** socio-cognitive behaviors, prosocial tendencies and adolescent students

### Introduction

A key component of human social interactions and a pillar of building peaceful relationships in society is prosocial behaviour, which is defined as voluntary acts meant to benefit others. Adolescence, which is characterised by substantial changes in social circumstances, emotional maturity, and cognitive capacities, is a crucial developmental stage for the development of prosocial tendencies. Adolescents gain sophisticated sociocognitive abilities during this time, like empathy and perspective-taking, which help them better comprehend and meet the needs of others. Their prosocial behaviour is also greatly influenced by behavioural elements like community involvement, parental supervision, and peer pressure. For a number of reasons, it is crucial to comprehend the behavioural and sociocognitive correlates of prosocial behaviour in teenagers. First, prosocial engagement has been associated with favourable developmental outcomes, such as improved social ties, increased life satisfaction, and psychological well-being. Second, prosocial engagement possibilities like volunteering, service

learning, and building supportive peer relationships are made possible by adolescence. In addition to fostering personal development, these encounters help build more empathetic and cohesive societies.

In contrast to studies on early childhood development, there is still a dearth of study on prosocial behaviour during adolescence, despite its significance. The absence of valid and psychometrically sound assessments specifically designed for this age range contributes to this disparity. The study intends to offer insights that help guide treatments and strategies to nurture prosocial behaviour, ultimately producing well-rounded and socially responsible persons, by identifying the elements that support or impede prosocial behaviour throughout this crucial life stage.

### Need for the Study

The development of prosocial behavior during later childhood and adolescence is less clearly defined. Some studies, such as Green and Schneider (1974), suggest that prosocial behavior continues to increase during

adolescence. In contrast, others, like Radke-Yarrow et al. (1983), report a decline in helpfulness by this stage. Prosocial behaviors that require understanding another person's perspective may be less common among younger children due to their limited social cognitive abilities. On the other hand, simple acts of sharing are often more influenced by the immediate context than by the developmental stage of the individuals (Miller et al., 1991). As adolescence introduces greater complexity to life, older individuals may become more sensitive to various interpersonal and situational factors that influence their willingness to help. Prosocial behavior is widely recognized as a fundamental aspect of human nature and a cornerstone virtue across societies. It plays a critical role in fostering harmonious interpersonal and group interactions. Engaging in prosocial activities adds to community integration, boosts good emotions, and promotes psychological well-being and life satisfaction. The goal of the current study is to investigate the behavioural and sociocognitive elements linked to prosocial inclinations in teenage pupils. "Socio-Cognitive and Behavioural Correlates as a Measure of Prosocial Tendencies in Adolescent Students" is the title of this study.

### Related Studies

**Eisenberg, N., & Fabes, R. A. (1998).** "Prosocial development in adolescence: A socialization perspective". This study examines the role of parental influences, emotional regulation, and empathy in the development of prosocial behavior during adolescence. It highlights how emotional and cognitive factors, such as perspective-taking, shape prosocial tendencies.

**Carlo, G., Hausmann, A., Christiansen, S., & Randall, B. A. (2003).** "Sociocognitive and behavioral correlates of prosocial tendencies in adolescence". This research investigates how adolescents' empathy, perspective-taking, and moral reasoning contribute to their prosocial behaviors, with particular attention to cultural and gender differences.

**Padilla-Walker, L. M., & Christensen, K. J. (2011).** "Empathy and self-regulation as mediators between parenting and adolescents' prosocial behavior". The study explores the influence of parenting styles on adolescents' prosocial behavior, mediated by their capacity for emotional control and interpersonal empathy.

**Wentzel, K. R. (2003).** "School relationships and motivation as predictors of prosocial behavior in middle school students". This research highlights the role of school environments, peer relationships, and academic motivation in fostering prosocial behavior among adolescents.

**Lapsley, D. K., & Narvaez, D. (2004).** "Moral development, self, and identity". This study examines the interplay between moral identity, empathy, and social-cognitive skills in shaping adolescents' prosocial behavior, emphasizing the importance of identity formation during adolescence.

**Berger, C., & Rodkin, P. C. (2012).** "Group influence and the development of prosocial behavior in adolescents". *Focus*: The study investigates how peer groups and social contexts influence prosocial tendencies, highlighting the role of group norms, peer approval, and social competence.

### Terms and Definitions

**Prosocial Tendencies:** refers to the emerging interpersonal relationships, cognitive and emotive development about prosocial tendencies.

**Adolescent Students:** refers to those who are studying XI and XII in higher secondary schools in Madurai district.

### Variables of the Study

#### Dependent Variable

Socio-cognitive and behavioural correlates as a measure of prosocial tendencies

#### Independent Variables:

1. Gender : Male / Female
2. Residence : Rural / Urban
3. Community : SC&ST / Others

#### Objectives of the Study

Following are the specific objectives framed for the study:

1. To measure the level of Socio-cognitive and behavioural correlates as a measure of prosocial tendencies among the adolescent students.
2. To find out the significant influence of independent variables viz., Gender, Residence, Community on dependent variable Socio-cognitive and behavioural correlates as a measure of pro-social tendencies

## Hypotheses of the Study

The following hypotheses are formulated in the present study:

1. Socio-cognitive and behavioural correlates as a measure of prosocial tendencies among the adolescent students is above the average level.
2. Gender exerts a significant influence on Socio-cognitive and behavioural correlates as a measure of prosocial tendencies among the adolescent students.
3. Residence exerts a significant influence on Socio-cognitive and behavioural correlates as a measure of prosocial tendencies among the adolescent students.
4. Community exerts a significant influence on Socio-cognitive and behavioural correlates as a measure of prosocial tendencies among the adolescent students.

## Sample of the Study

A stratified representative sample of 380 students constituted from schools recognized by the Department of School Education, Tamil Nadu situated in Madurai District with due representation given to the variables viz., Gender, Residence, Community.

## Tools used

The following tools were used by the investigator for the data collection:

1. General Information Sheet developed by the Investigator.
2. Socio-cognitive and behavioural correlates as a measure of prosocial tendencies among the adolescent students Scale developed by Randall, A.(2003).

## Statistical Treatments

The statistical treatments employed in the study are listed below:

- i. 't'- test.
- ii. Correlation Analysis – Pearson's Product Moment Correlation-'r'.

## Data Analysis

**Hypothesis 1:** Socio-cognitive and behavioural correlates as a measure of prosocial tendencies among the adolescent students is above average.

The average score of the Socio-cognitive and behavioural correlates as a measure of prosocial tendencies among the adolescent students are found to be

54, while the theoretical average is 50. This shows that the Socio-cognitive and behavioural correlates as a measure of prosocial tendencies among the adolescent students.

**Hence the hypothesis is accepted.**

**Hypothesis 2:** Gender exerts a significant influence on Socio-cognitive and behavioural correlates as a measure of prosocial tendencies among the adolescent students.

**Table 1 Statistical Measures and Results of Test of Significance of Difference between the Means Score of Socio-Cognitive and Behavioural Correlates as a Measure of Prosocial Tendencies among the Adolescent Students: Gender-Wise**

Variable	Sub-category	N	M	S.D.	't'-value	Significance at 0.05 level
Gender	Male	167	54.82	9.72	2.447	Significant
	Female	213	52.42	9.22		

It is evident from table 1, that the obtained 't' value 2.447 is higher than the table value 1.96 at 0.05 level of significance. This shows that there is a significant difference between the male and female students in terms of Socio-cognitive and behavioural correlates as a measure of prosocial tendencies among the adolescent students.

Further, it is observed that male students have more Socio-cognitive and behavioural correlates as a measure of prosocial tendencies among the adolescent students than female students. **Hence the hypothesis is accepted.**

**Hypothesis 3:** Residence exerts a significant influence on Socio-cognitive and behavioural correlates as a measure of prosocial tendencies among the adolescent students.

**Table 2 Statistical Measures and Results of Test of Significance of Difference between the Means Score of Socio-Cognitive and Behavioural Correlates as a Measure of Prosocial Tendencies among the Adolescent Students: Residence -Wise**

Variable	Sub-category	N	M	S.D.	't'-value	Significance at 0.05 level
Residence	Rural	280	53.91	9.58	1.546	Not Significant
	Urban	100	52.23	9.21		

It is evident from table 2, that the obtained 't' value 1.546 is lower than the table value 1.96 at 0.05 level of significance. This shows that there is no significant difference between the rural and urban students in terms of Socio-cognitive and behavioural correlates as a measure of prosocial tendencies among the adolescent students.

Further, it is observed that Residence does not influence on Socio-cognitive and behavioural correlates as a measure of prosocial tendencies among the adolescent students. **Hence the hypothesis is rejected.**

### Conclusions

The major conclusions arrived at from the study are listed below:

- Socio-cognitive and behavioral correlates as indicators of prosocial tendencies are found to be significantly high among adolescent students.
- Socio-cognitive and behavioral correlates as indicators of prosocial tendencies among adolescent students are found to vary based on gender.
- Socio-cognitive and behavioral correlates as indicators of prosocial tendencies among adolescent students are found to be unaffected by residence and community.

### Educational Implications

Adolescence is a pivotal period for understanding prosocial development, as it introduces numerous opportunities for young people to engage in prosocial behaviors. For instance, many adolescents become involved in voluntary activities, and evidence suggests a significant rise in the number of adolescents participating in charity organizations over the past decade. Despite considerable knowledge about prosocial behavior in early childhood, relatively less research has focused on its development during adolescence. Teachers often incorporate service-learning activities into their curricula, and many adolescents join service clubs, either voluntarily or with parental support. Additionally, increased mobility during adolescence provides more opportunities to engage in helping behaviors within broader social environments. The current study examines the psychometric properties of a measure designed to assess prosocial behaviors in early and middle adolescents, addressing the need for reliable tools to further explore prosocial development during this critical stage.

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