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October, 2016

C O N T E N T S

Volume 3

Issue 10(1)

October, 2016

S. No.		Page No.
1	Study the effect of government debts on Economical inflation: Zhaleh Zarei and Mahdi Yousefzadeh Mandejin	1
2	A Synergistic Approach: Spirit of Entrepreneurship among Women Entrepreneurs: Cynthia Menezes, and Usha Rani	10
3	Investors investing behavior, preference and perspective Commodity market trading in India: M. Madana Mohan	19
4	Influence of weather parameters on the yield of Rabi Sorghum in Vijayapur district during different climatic modes: K.G. Sumesh, S. Abhilash, V.M. Sandeep, B.S. Yenagi and J.R. Hiremath	33
5	Human Resource Development Interventions in Insurance – A Study with Special Reference to the Training & Development in Select Companies : V. Narasimha Rao and Abdul Hafeez,	42
6	International Health Hazards and Issues: B. Raveendra Naik	50
7	Micro finance through SHGs towards empowerment of tribal women: A Study of G.L. Puram Mandal in Vizianagaram District: V.Chiranjeevi Rao	61
8	Micro Finance System in Andhra Pradesh: Ranjit Kumar Siringi	67
9	A Study on the impact of Co-Curricular Activities in Teaching of Biological Sciences at Secondary Level in East Godavari District: T.Jaya Sudhakara Reddy	79
10	Blood donation by LGBT people: a distant dream and controversial issue: S.A.K. Azad	85
11	Social empowerment of Dalit women through Self-Help Groups: N. Padmaja	91
12	Traduction D'une Histoire « Cut Off » De Chetan Bhagat En Français: Neetu Sinha	96
13	'Savitri' a submissive woman in R.K. Narayan's 'The Dark Room': V.Vijayanand	103
14	Opinion of Students of Goa (India) towards Advertisements: An Investigational Report- Juao Costa	106
15	A review on Field Extraction and User Session Identification through Web Server Log: F. Amul Mary	116

16	Decision Making Power in Household and Farm Activities-A Gender Difference Study: Venkata Sushma and B. Vijaya Kumari	121
17	Janapada Kalarupalu-Streela Patra : B. Venakataswamy and Ravi Srinivasulu Reddy	129
18	Janapada Girijana Nrutyalu : Chebrolu Jekharaiah	133
19	తెలుగు కవిత్వం - మైనారిటీ స్త్రీవాద జీవన చిత్రణ: డాక్టర్ మహ్మద్ హసేన	137
20	తెలుగునాట పొడుపు కథలు - విశిష్టత: రాజ్లావత్ రాములు	147

Editorial

Integrate and harmonize the intellectuals concerning various disciplines is a great task in the dynamic world. Meanwhile, International Journal of Academic Research - A Common Platform of Voice of Intellectuals as Change Agents for better Society' has been taking care towards the stare with the well acknowledged advisory and editorial committee speaks of strong backbone and its conscious action to deliver the best to the society, state, nation and the world by its unique features covering the areas of Social Science, Humanities and Technology. To add to this thought and idea, with the contributors from various university Professors and institutions of national and international importance, IJAR establish its credibility with the continuous effort to deliver the qualitative aspect of International repute.

IJAR enriches the world by adding the committed dynamic researchers and wish to utmost cooperation from the readers and intellectuals of institutions, universities, colleges etc. in improve the journal. IJAR believes that the present Issue enriches the aim of the journal. IJAR is conveying special thanks and congratulations to the participants with their valuable writings.

This volume is the glimpses of voice of authors that are enthusiastically associated with various issues of the journal. The present issue *is really useful to reference for multi-dimensional aspects.* *I am grateful to the paper writers for their valuable contributions on different dimensions of disciples.*


Editor-in-Chief



Study the effect of government debts on Economical inflation

Zhaleh Zarei¹ Mahdi Yousefzadeh Mandejin²

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Abstract

In the analysis of macroeconomic issues and economic policy, government debt and how to regulate them and control plays a key role in creating inflation. High inflation and an unstable cause disruption in the system of price allocation and income distribution in society. In scientific literature available, different opinions about government debt and inflation and government debt are adjusted. Therefore, sufficient knowledge of the theories and evaluate their national monetary authorities in the appropriate economic policies, in a manner which leads to a balance in the economy, helps. The main goal of this study was to evaluate the effect of government debt on inflation. In study the government debt is considered equal to government and public sector borrowing from banks and central bank. To answer this question using vector error correction model and auto regression model, the corresponding function will be estimated and analyzed. Before estimating the model, using unit root test, the variables and the estimation Augmented Dickey Fuller tests, the lack of correlation and cointegration residuals Volatility and evaluated the results of all tests are good. The results obtained in this study using quarterly data of Iran (1393-1381) estimates, indicate that the size of government debt increases, inflation is increasing.

Keywords: Inflation, Government debt, Vector error correction model, Volume of money, Deficit of budget

1. Introduction

The most important goal of any economy is achievement to continuator and sustainable economic growth. For achievement to desired economic growth, is required to achievement to price stability. One of the requirements for achievement to prices stability is proper understanding of inflation and the factors influencing on it. Inflation is variable that from resultant forces of available in side supply and demand is achieved. In general, total demand surplus relative to supply will increase the general level of prices; but increase in the prices level only if it was the continuous and self-increasing and has long-term memory, as called inflation. Most economists believe that costs that

inflation imposes on society can be very more serious of the costs due to slowing down of economic growth. High inflation and instability can be cause disruption in prices allocation system and the disorderliness of income distribution in society. instability in inflation not only hurt to the credibility of economic policy makers, especially the central bank, but also its continuation can be also cause acute cases of political instability of the country.

Inflation is a global problem that most countries are facing, but in developing countries due to situation of these countries in the global economy, and also due to their economic structure, inflation occurs more acute. Iran, as the growing country has faced with inflation

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S. No.		Page No.
1	Study the effect of government debts on Economical inflation: Zhaleh Zarei and Mahdi Yousefzadeh Mandejin	1
2	A Synergistic Approach: Spirit of Entrepreneurship among Women Entrepreneurs: Cynthia Menezes, and Usha Rani	10
3	Investors investing behavior, preference and perspective Commodity market trading in India: M. Madana Mohan	19
4	Influence of weather parameters on the yield of Rabi Sorghum in Vijayapur district during different climatic modes: K.G. Sumesh, S. Abhilash, V.M. Sandeep, B.S. Yenagi and J.R. Hiremath	33
5	Human Resource Development Interventions in Insurance – A Study with Special Reference to the Training & Development in Select Companies : V. Narasimha Rao and Abdul Hafeez,	42
6	International Health Hazards and Issues: B. Raveendra Naik	50
7	Micro finance through SHGs towards empowerment of tribal women: A Study of G.L. Puram Mandal in Vizianagaram District: V.Chiranjeevi Rao	61
8	Micro Finance System in Andhra Pradesh: Ranjit Kumar Siringi	67
9	A Study on the impact of Co-Curricular Activities in Teaching of Biological Sciences at Secondary Level in East Godavari District: T.Jaya Sudhakara Reddy	79
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12	Traduction D'une Histoire « Cut Off » De Chetan Bhagat En Français: Neetu Sinha	96
13	'Savitri' a submissive woman in R.K. Narayan's 'The Dark Room': V.Vijayanand	103
14	Opinion of Students of Goa (India) towards Advertisements: An Investigational Report- Juao Costa	106
15	A review on Field Extraction and User Session Identification through Web Server Log: F. Amul Mary	116

16	Decision Making Power in Household and Farm Activities-A Gender Difference Study: Venkata Sushma and B. Vijaya Kumari	121
17	Janapada Kalarupalu-Streela Patra : B. Venakataswamy and Ravi Srinivasulu Reddy	129
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19	తెలుగు కవిత్వం - మైనారిటీ స్త్రీవాద జీవన చిత్రణ : డాక్టర్ మహ్మద్ హసేన	137
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Inflation is a global problem that most countries are facing, but in developing countries due to situation of these countries in the global economy, and also due to their economic structure, inflation occurs more acute. Iran, as the growing country has faced with inflation



for many years. In period after the revolution continued also very rapid price increases and overall inflation had been one of the most important country's economic problems during this period. This issue that has been basically due to performance and organizing of economic over recent decades, in fact, is a fundamental problem and have root in the economic infrastructure of the country. Due to this fact that inflation rate in the country in recent years had increased greatly each year and this has been caused deduction of purchasing power of the people and the community's concern about future of their lives. And implementation of goal oriented plan of subsidies and possible effects on inflation how will depend on its implementation and due to gap and distance between poor and rich areas must adopt necessary measures so that to minimize the pressure on vulnerable groups of society after implementation of the project (Delaware, et al., 1391).

2- Research literature

Nowadays in all countries, government is one of economic important institutions that undertake multiple duties in economic domain, for this reason, matter of impacts and consequences of government activities are of the most important topic that consider in the economy science. Economic growth, income distribution, inflation and unemployment are the most important economic and social variables that affected from activities of the government.

The budget deficit

Budget deficit refers to a situation in which government expenditures are more than its income; or, in other words the government is not able to provide all

Governmental bonds

its expenses through of its revenues. In developing countries due to economic, social and structural problems, private sector capital is negligible. So duty of the net investment rate enhancement in the economy undertakes the government; the government due to shortage of funds for investment is forced to resort to policy of the budget deficit. The budget deficit is planned enhancement of expenditures relative to incomes (King et al., 1985).

Inflation

Inflation is continuous and general price enhancement in the prices general. So main characteristic of inflation is continuity and generality prices enhancement. The sudden enhancement in the prices as well as increasing the price of one or more particular item, do not represent inflation (Delaware, et al., 1391). Inflation is variable that obtain from resultant of available forces in total supply and demand side of the economy. In general, total demand surplus relative to supply will increase general level of prices, but if only enhancement of the prices level was self-increasing and have long-term memory, is referred inflation. The important point in inflation is element of time and continuity of the general level enhancement of prices.

Loan policy

loan policy means government borrowing from other sectors that carry out to four type of foreign borrowing (foreign loans receive from international organizations such as the IMF and World Bank), borrowing from the public (selling bonds to the public and non-bank sectors), borrowing from commercial banks (sale of bonds to commercial banks) and borrowing from the central bank (Rahmani et al., 1391).



In fact, bonds are debt documents that are issued by the government and have long maturity. Government failed to meet budget deficits or to supplying required funding for specific civil projects or general, is action to release the Government bonds. Usually interest rate on these bonds is fixe for period whole, as a result, in inflationary conditions, buyers of these bonds, not only do not benefit, but also have loss for them. Government proceed by selling these bonds in order to well-timed secure of revenues deficit and when the exchequer earn various revenues, can depreciate the debt due of mentioned bonds. Therefore, collection and utilization of capitals and small savings through the issuance and sale of bonds, especially short-term bonds is an instrument that can prevent futile stagnation of people and governments savings (Sam Daliry & et al., 1381).

Liquidity

There are three concepts about liquidity including interest, profit in economy and finance. First is liquidity in the macro economy that runs under monetary policies conditions, and including interest rates, granting loans conditions, and growth results from a combination of monetary and loans. The second is market liquidity how ease of the purchase or sale of a financial asset by a person without a significant change in its price is concerned. The third case is liquidity of balance sheet that with a high degree is concerned to assets of cash equivalents on the balance sheet of a company. For non-financial institutions balance sheet, liquidity is often by short-term cash assets on the balance sheet is measured. For banks that must carefully manage their liquidity, liquidity of balance sheet in detailed items about maturity of assets

and liabilities reflect in short term. The ability of banks for secure to necessary resources often returns to sources secure of cash (Kalantary, 1386). In economic literature, money volume growth (liquidity) is a major cause of inflation.

Monetary policy

Proceedings series that central banks (monetary capacity) use in order to control of the economic activities of the community. Monetary policies effect on money supply and interest rates and in this way effect on many of economic objectives, such as increasing employment, prices stability, solving problem of depression. In fact, technic of monetary policies adjustment and use of monetary tools have special importance in macroeconomic performance. In fact, the concept of monetary policy is measures adoption to control and volume of money adjustment in circulation. The central bank by using of tools in his hand, Such as open market operations, facilities re-discount and its rate, the direct control of credits, determination of banks liquidity ratio, legal reserve ratio of banks and moral suasion to do this (Jahangard. et al., 1390).

Financial policy

Financial policy is part of demand management policies that is implemented on behalf of the government. The flow of government payments and receipts that in form of budget revenues and expenditures are unfolded, main variables of financial policy constitute the government (DeLong et al., 2012).

The sustainability of financial policy or debt sustainability

Term of debt sustainability or financial policy sustainability refers to the level of debt that allows a country funds to its present and future debts without any



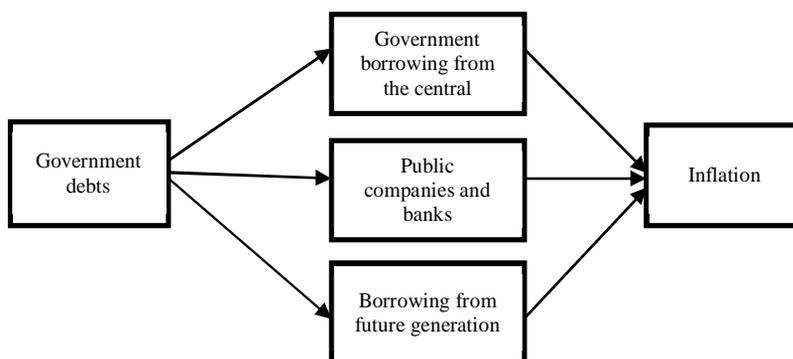
renewals or accumulation obligation of government. Sustainable debt is level of debt in which level of debt ratio goes down or remains unchanged and financial deficit is not necessarily zero (Fan, 2007), in general, the sustainability of financial policy means

ability of a government to repay its debts (Moment and colleagues, 1392).

Structural inflation

Structural inflation often occur and continue because of the unbalanced structures of economic, political, governmental, culture and suchlike (Sultan et al., 1390).

2-The conceptual model of research



3- Research Methodology

This study has an applied purpose and in terms of research methodology is descriptive-analytical. One of the most main sectors of any research work is collecting information. If this is done regularly and properly and conclusions analysis from data work will be done by more quickly and accurately. The research method depends on the purpose and nature of research and its administrative facilities. In this research, due to the nature of its which is study of the effect of government debts on inflation, research method is of applied descriptive and correlational type.

4. Results analysis

Then at the next stage is tested existence possibility of long-term cointegration vectors. For this purpose, the method of Yohansen and Juselius cointegration is used with an interruption. Results of cointegration

vectors determination (based on the tests of amount maximum of special and effects) in table (1 and 2) are summarized, that according to presence effect of cointegration five vector test and in accordance with the special amount maximum test of three vectors presence is confirmed. **Results:** the existence of cointegration vector three referred to the fact is essential that in practice may be obtained results from two method of and the amount maximum of special and effects test, do not same. But based on studies of Monte Carlo, effect test is sometimes stronger than the maximum special test. It should be noted that convergence vectors obtained from the and the amount maximum of special and effects tests are merely statistical relationships.



Table 1: Determination of cointegration vectors number based on effects test

Possibility	The critical value%95	Statistical effect	Opposite hypothesis	Null hypothesis
0.0	134.7	257.2**	$r = 1$	$r = 0$
0.0	103.8	164.4**	$r = 2$	$r \leq 1$
0.0	77	96.4**	$r = 3$	$r \leq 2$
0.0	54.1	61.2**	$r = 4$	$r \leq 3$
0.0	35.2	35.5**	$r = 5$	$r \leq 4$
0.4	20.3	12.4	$r = 6$	$r \leq 5$
0.3	9.2	4.6	$r = 7$	$r \leq 6$

** Significant at 95% probability

The result: the existence of cointegration vector five

Source: Research Calculations

Therefore, must selected vector that had is economically justification and argument , in addition to, it is statistically significant its coefficients. Based on of estimated values of the corresponding vector varied in different states with government debt variable despite public companies and without public companies is achieved, which it is can be in the form of tables (3) wrote:

Table 2: Determination of number of co-integration vectors based on the amount maximum of special test

Possibility	critical value %95	Maximum amount of statistics	Opposite hypothesis	Null hypothesis
0.0	47.1	92.7**	$r = 1$	$r = 0$
0.0	41	68**	$r = 2$	$r \leq 1$
0.0	34.8	35.2**	$r = 3$	$r \leq 2$
0.1	28.6	25.7	$r = 4$	$r \leq 3$
0.0	22.3	23.1	$r = 5$	$r \leq 4$
0.6	15.9	7.8	$r = 6$	$r \leq 5$
0.3	9.2	4.6	$r = 7$	$r \leq 6$

** Significant at 95%



Table 3: Summary of results of long-term vectors

Two models of government debt With public companies			The first model- in government debt without public companies			variable
T- statisti c	Standard Deviatio n	Normalize d vectors	T- statisti c	Standard Deviatio n	Normalize d vectors	
-	-	-1	-	-	-1	LogCPI
2.44**	0.30	0.75	2.01**	0.07	0.15	LogBBIS
-7.65**	0.18	-1.4	-4.84**	0.09	-0.44	LogREG
4.25**	0.28	1.2	4.07**	0.14	0.58	LogM2
-3.11**	0.19	-0.59	2.21**	0.06	0.14	LogEXC H
3.49**	0.08	0.31	3.06**	0.04	0.14	R
-4.03**	0.001	-0.007	-5.63**	0.0009	-0.005	BD
-	-	-1.2	-2.47**	0.94	-2.32	Fixed
0.57			0.59			R2

Analysis of variance

In this section, according to the estimated pattern, variance is carried out pattern variables variance analysis. Recognition of the factors affecting on inflation is of great importance. In other words, one of the important points in policy making is explanation and analysis of this concept: When shock occurs, each of the effective factors to what extent has contributed to in rising inflation?

Table 3 shows the variance analysis of inflation; the first column is marked that by SE, the prediction error corresponding variables during different periods shows, due to that this error is calculated each year based on the ago years error, during the period increase.

The source of this error is changes in the values of current and future impulses. Following columns show percent of the variance caused by sudden change or shock specific. The table second column shows that in the first period hundred percent of changes in inflation is due to variable itself. In the second period, the variable changes in inflation are 82% related to variable itself and 7.4 percent related to liquidity and 3.1 percent related to the dollar rate and the remainder other variables. In the third period, 65% inflation changes due to variable itself, 15 percent due to of the money, 4.4 percent result from dollar rate and 3.6 percent related to the budget surplus and the rest result from other variables. the other seasons is similarly interpreted.



R	LOG(REG)	BD	LOG(EXCH)	LOG(BBIS)	LOG(M 2)	LOG(CPI)	S.E.	Period
0.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	1
3.1	0.8	1.8	3.1	1.1	7.4	82.7	0.0	2
5.8	2.6	3.6	4.4	2.0	15.7	65.9	0.0	3
6.2	4.1	5.8	4.4	2.3	24.8	52.5	0.1	4
5.9	5.3	7.6	3.9	2.4	31.5	43.5	0.1	5
5.4	6.2	9.2	3.2	2.3	36.9	36.9	0.1	6
4.9	6.9	10.4	2.6	2.2	40.9	32.2	0.1	7
4.4	7.4	11.3	2.2	2.1	44.0	28.6	0.1	8
4.0	7.8	12.1	1.8	2.1	46.4	25.8	0.2	9
3.7	8.1	12.8	1.5	2.0	48.4	23.6	0.2	10

LogCPI: logarithm of the price index for consumption goods and services, LogBBIS2: logarithm of government debt to the banking system without public companies, LogM2: logarithm of amount of liquidity of the private sector, LogREG: logarithm of government revenues, LogEXCH: logarithm of dollar unofficial rate, R: interest rates of one-year bank deposits, BD: government budget surplus.

Table 5 show the results summary of variance analysis table. In the short term, percentage of liquidity and dollar has impact greatest on inflation treatment. In the medium term, in order of liquidity, budget surpluses, interest rates, government revenue, dollar exchange rate and government debt to the banking system has the greatest impact on inflation. In long term, in order of liquidity, budget surpluses, government revenue, interest rates, government debt to the banking system and dollar exchange rate has the greatest impact on inflation.

Variable	Short term	Medium term	Long term
	The average of 3 seasons	The average of 6 seasons	The average of 10 seasons
Inflation	82.9	44.3	27.5
Liquidity	7.7	31.0	44.9



Government debt to the banking system	1.0	2.3	2.1
dollar exchange unofficial rate	2.5	3.8	2.0
budget surpluses	1.8	7.5	11.6
Government Revenues	1.1	5.2	7.5
Interest rate	3.0	5.8	4.2
result	In short term, percentage of liquidity and dollar has the greatest impact on inflation treatment...	In medium term, in order of liquidity, budget surpluses, interest rate, government revenue, dollar exchange rate and government debt to the banking system has the greatest impact on inflation.	In long term, in order of liquidity, budget surpluses, government revenue, interest rates, government debt to the banking system and dollar exchange rate has the greatest impact on inflation.

Source: research Calculations by Eviews software

5. Conclusions

The main purpose of this study was to investigate the effect of government debts on inflation. In this study, relevant model by using vector error correction model (VECM) and auto-regression models were estimated. Due to effective factors on inflation, model of variables seven is considered and variables of interest rates of bank deposits, the price level of consumer goods and services and the amount of money is also included in it. Also by adapted from financial theory of the price level base on effects of government debt, government debt on inflation has

been used of government debt variable. In the first chapter, problem expression and effect importance of the effective variables on inflation in the form of hypotheses three has been discussed and then were defined variable. In the second chapter, Great economists and economics schools theories about financial cal and monetary policies and, in particular state, the effect of expenditure and debt of government on inflation were expressed. In the third chapter, collection and statistical analysis methods were studied. In the fourth chapter, movement process of variables and



output tables of Eviews software, analysis and hypotheses of research were tested. The obtained results are as follows:

1) As was stated in the first chapter, public sector debt is an important effective factor on inflation that it consisted of two parts, government debt to central bank and corporates debt and government institutions to the central bank. After examining this factor, results of the research reflects this fact that in the long term, government debt to the banking system had a significant and positive influence on economic inflation in Iran. Amount elasticity of government debts without existence of public companies equivalent of 0.15 with a statistic of $t=2.01$ and with existence of public enterprises equivalent of 0.75 by statistic of $t= 2.44$ is obtained that shows the effect of government debts on inflation is high. In other words, any amount of government debts increase is caused by inflation.

2) Public sector debt to the Central Bank is of the major components of the monetary base that have increasing effect on inflation. This part of the monetary base can be regarded as a function of financial policies and its financial position. In set budget as the government's financial program for next year during which all the government monetary requirements for the proper administration of the country was predicted fully and in order to doing so, the country's revenues that must be provider of government expenditures were also expected and also inflexibility of expenditures section in order to reduction, the budget by digital as deficit is equilibrated how to obtaining of the deficit also during the budget bill is presented to the legislature for approval.

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A Synergistic Approach: Spirit of Entrepreneurship among Women Entrepreneurs

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Abstract:

Economic development is dependent on successful entrepreneurship. Spirit of entrepreneurship signifies high level professionalism, risk propensity, creativity, constant updating and strengthening skills and competencies for taking decisive actions which become key source of competitive advantage. For inclusive growth, entrepreneurship development among women should not be neglected. Women entrepreneurs are new generation of business leaders creating indelible mark on the development of the country. Even though it is more challenging to women entrepreneurs, as women emphasize that work and family are both equally important and both are the sources of their satisfaction. In reality, the lives of women entrepreneurs are marked by pressures such as stiff competition, changing technology, volatile market, legal restrictions. Hence, research paper attempts to identify and assess entrepreneurial attitudes, competencies and skills among women entrepreneurship. The findings showed direct relationship between entrepreneurial attitude and competencies which are the related factors, leading to entrepreneurial success and life satisfaction among women in small/micro enterprise.

Key Words: Entrepreneurship, Women Entrepreneurs, entrepreneurial attitude, entrepreneurial success.

Introduction

“Spirit of Entrepreneurship demands result-oriented attitudes, power of persuasion, constant skill up gradation, dynamic personality with a vision”

In reinvigorating the economy, interest in business and entrepreneurship is flourishing. Specifically, small businesses provide the potential for entrepreneurial activity that is fundamental to economy in developing countries. Management thinker, Peter F. Drucker in “Entrepreneurship and Innovation,” recognized innovation and entrepreneurship are intertwined. In the context of new ventures or existing organizations, Drucker proposed that innovation can be a systematic process; that is, entrepreneurs can directly and positively influence innovation with

resulting improvement in products, processes, and profits, thereby creating value for the organization. It is generally recognized that small business firms have greater opportunities which are not available to larger firms. The market opportunities can provide very profitable niches and competitive advantages to the smaller firm. Also, Neil (1986) examined the benefit of a small business create a distinctive competence in order to remain competitive. Judd and Lee (1981) studied the tactics and financial variables of smaller firms under conditions of recession and inflation. Very few



empirical studies deal directly with strategic behaviours of small business (Sexton and Van Auken, 1982).

The Planning Commission as well as the Indian government recognizes the need for women to be part of the mainstream of economic development. All round development and harmonious growth of a nation would be possible only when women are considered as equal partners in progress with men. Women entrepreneurship is seen as an effective strategy to solve the problems of rural and urban poverty In Modern India; more and more women are taking up entrepreneurial activity especially in medium and small scale enterprise/ small business. The small/micro business in a market economy is free to be creative, innovative, explore and try new ideas, and take risks, whereas, big business may be limited by political-legal constraints. To do so, women need to understand different variables which have impact on their business venture.

Review of Literature:

Oi Lin Cheung, the research article focuses on the reasons for the entrepreneurs to start the small business –whether for necessity or opportunity. Data collected by author, who became new business owners from 2005 to 2010, revealed that unemployment rate had positive impact for the individuals going entrepreneurial. It means that necessity was driving force to be entrepreneurs. Ray M. Valadez, the paper gives insight on the value proposition which have on an economy. The small business serves as the catalyst of economic stimulus and has become fundamental unit or building block of business creation. This paper examines on differences between big and small businesses and points to the value

of small business as not only the big creator of jobs but also an alternative in job displacement. It feed the economy with innovation, talent, and creativity.

Martin S. Bressler, the study evaluates on the factors which identifies and develop sustainable competitive advantage as most critical activities for a new business venture. The author have examined various papers on small business strategy and offers a model approach that could enable business owners to better utilize business resources and strengths to increase their likelihood of success. Charles R. B. Stowe & Doug Grider (2014), in this paper, the authors offers strategies for advancing organizational innovation and offers an outcome. Starting with the premise that innovation and creativity can be taught, organizations should develop a balanced approach between innovation in organizational strategies and individual training programs so that individuals will be secure in the organization's effort to innovate. Innovation training should not be limited to the R&D division but should be fostered throughout an organization.

Meenu Goyal et al.(2011), tried to understand transformation brought in the society by Indian women entrepreneurs who have become assertive persuasive and willing to take risks. The paper throws light on reasons & slow progress of women entrepreneurs. It discuss on the schemes for promotion & development of women entrepreneurship in India& case study of women entrepreneur is dealt. Rekha Gupta & Kalpana Kumari (2014), examines women entrepreneurship, in past it was believed that business as male prerogative. The hidden entrepreneurial potential of women has been changing



with growing sensitivity in the roles & focus on skill, knowledge and adaptability in business environment. The paper highlights major constraints and challenges faced by women entrepreneurs, opportunities available to them and recommend suggestions for healthy growth of women entrepreneurs in India.

Statement of the problem:

Opportunities for women operating small business enterprise are growing steadily. Today, we can find successful women entrepreneurs possess entrepreneurship attitude and creating own identity. The purpose of this study is to highlight various attributes needed to operate micro business.

Objectives of the Study:

- To study the perceptions of women entrepreneurs regarding innovative ideas.
- To study the tactics and skill sets used by women entrepreneurs on their small business

Research Design:

The research paper explores the entrepreneurial attitudes among women entrepreneurs. The research design adopted for the study is descriptive and empirical in nature.

Methodology:

The study is descriptive and analytical.

Survey Method: For collection of data a survey method was administered with the help of structured questionnaire.

Sampling Technique: A convenient random sample was selected

Sample Size: The sample size is 31

Data Collection:

Primary data is collected through the structured questionnaire and informal personal interviews and secondary data through various online journals, websites, books, and articles in newspapers.

Attributes relating Entrepreneurship:

Environment:

The external environment of a firm demands adaptability and change necessary to survive. Organizations need to become more innovative and entrepreneurial in their activities. The macro environment includes the societal, economic, technological, and political factors that affect an organization. Competitive environment is the more immediate environment which the organization faces on a day-to-day basis. The paper identifies three critical attributes which relates to entrepreneurship. They include dynamism, hostility and differentiation (Miller and Friesen, 1982), Each attributes represents as how well an organization identifies opportunities and matches with its strengths possessed within the organization and become successful in their endeavor. Environmental dynamism is the amount of change required by the small business firms due to actions of competitors, customers' tastes, advances in technology, and the rate of inflation. Environment hostility is the prevalence of negative factors to the small business firm such as price, product, competitor distribution, regulatory restrictions, and community perception of the small business firm. Differentiation is the uniqueness which helps the organization to gain competitive edge.



Competitive Advantage:

According to Winer (2004), competitive advantage focuses on three key components. Winer (2004) states first that competitive advantage must be able to generate customer value. *Customer value* can be defined by the customer in terms of lower price, speedy delivery, good quality, convenience, or some other characteristic. Second, the *enhanced value* of the product or service must be perceived by the customer. Finally, effective competitive advantage requires business tactic which would be difficult for business competitors to imitate & produce it.

Entrepreneur Attributes:

Entrepreneur attributes for a small business are: needs, values, managerial knowledge and skills, and experience.

Needs:

The driving force which determines the level of entrepreneurial activity is termed the need for achievement, (McClelland, 1961). A successful entrepreneurial venture requires not only a commitment of money, knowledge, and energy, but also requires an emotional commitment. This emotional commitment can be referred to as persistence, passion, and a general belief in the product or service. These drives will influence customers and other stakeholders positively about the business.

Values:

The basic attribute needed for the entrepreneur to run small business's culture is the ethical expectations that guide the basic values. These values is manifested in firm's culture, trust and integrity, thereby image, reputation, market share enhance on small business firm's product or services.

Managerial Knowledge and Skills:

Small business entrepreneurs need business acumen and essential skills to guide the firm and achieve survival. The ability to succeed in small business requires a variety of managerial knowledge and skills. Basic skills include communication, conceptual, interpersonal, administrative, and risk taking in the task.

Experience:

There are two key dimensions of experience that may affect the entrepreneur's business success. The dimensions include: background and the number of years and variety of responsibilities taken in the industry. The more experience the entrepreneur has in the industry of the business venture then the greater probability of success in the business. If the industry is very dynamic and requires rapid change due to technology, governmental actions, or competitors' actions, then the entrepreneur's experience in the industry is essential for the business' success.

Strategy:

Strategy is another causal variable identified for entrepreneur's success or failure. Strategy has been defined as a pattern in the stream of an organization's decisions (Mintzberg, 1978).

The set of right decisions represents an organization's objectives for future intentions based on present skills and resources and also assessing the environment opportunities available for them (Miles and Snow, 1978; Rumelt, 1974). Strategy focus on prices, on-time delivery and product quality and uniqueness. These studies and others have demonstrated strong support for a relationship between strategy type and entrepreneurship (Miller, 1983; Miller and Friesen, 1982; Zahra, 1986).



Performance Criteria:

Performance criteria use a two stage conceptualization by women entrepreneurs on small business *performance outcome and Performance output*. Performance outcome include: the number of full-time employees, size of selling area, marketing budget, advertising budget, number of inventory

stock outs. These evaluate internal assessment of performance as well as make comparison among key competitors.

The second criteria are performance output or organization level. Small business performance is measured by gross profit, net profit, sales and market share

Findings- Analysis:

Analysis of the data:

Demographic details of the respondents (N=31)

Details	Category	f	%
Educational Background	Below Degree	7	22.58
	Degree	10	32.25
	Post Graduation	10	32.25
	Others	4	13.0
Age	Below 30 Years	8	25.80
	30-39 Years	10	32.25
	40-49 Years	10	32.25
	Above 50	3	9.6
Business	Retail Sector	7	22.58
	Service Sector	17	54.83
	Manufacturing Sector	5	16.12
	Professional Sector	2	6.45

Correlations: Dimension 1- Competitive environment with entrepreneurship

	Mean	Std Deviation	N
Dynamism	3.82	.670	31
Hostility	3.79	.630	31
Differentiation	3.93	.716	31



		Environment al Dynamism	Environment al Hostility	Environmen tal Differentiati on
Environmental Dynamism	Pearson Correlation	1	.082	.436*
	Sig. (2-tailed)		.680	.020
	Sum of Squares and Cross-products	12.107	.929	5.643
	Covariance	.448	.034	.209
	N	31	31	31
Environmental Hostility	Pearson Correlation	.082	1	.129
	Sig. (2-tailed)	.680		.513
	Sum of Squares and Cross-products	.929	10.714	1.571
	Covariance	.034	.397	.058
	N	31	31	31
Environmental Differentiation	Pearson Correlation	.436j*	.129	1
	Sig. (2-tailed)	.020	.513	
	Sum of Squares and Cross-products	5.643	1.571	13.857
	Covariance	.209	.058	.513
	N	31	31	31

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

Correlations: Dimension 2- Competitive Advantage with entrepreneurship

	Mean	Std. Deviation	N
Customer Value	3.89	.786	31
Enhancement Value	3.71	.713	31
Uniqueness in product	3.61	.685	31

		Customer Value	Enhancement Value	Uniqueness in product.
Customer Value	Pearson Correlation	1	.472*	.400*
	Sig. (2-tailed)		.011	.035
	Sum of Squares and Cross-products	16.679	7.143	5.821
	Covariance	.618	.265	.216
	N	31	31	31
Enhancement Value	Pearson Correlation	.472*	1	.596**
	Sig. (2-tailed)	.011		.001
	Sum of Squares and	7.143	13.714	7.857



	Cross-products			
	Covariance	.265	.508	.291
	N	31	31	31
Uniqueness in product	Pearson Correlation	.400*	.596**	1
	Sig. (2-tailed)	.035	.001	
	Sum of Squares and Cross-products	5.821	7.857	12.679
	Covariance	.216	.291	.470
	N	31	31	31
Correlation is significant at the 0.05 level (2-tailed).				

Correlations: Dimension 3- Entrepreneur Attributes with entrepreneurship

	Mean	Std. Deviation	N
Needs	4.39	.629	31
Values	4.32	.612	31
Managerial knowledge & skills	4.46	.508	31
Experience	4.36	.621	31

Correlations		Needs	Values	Managerial knowledge & skills	Experience
Needs	Pearson Correlation	1		.104	.196
	Sig. (2-tailed)			.600	.317
	Sum of Squares and Cross-products	10.679	2.464	.893	2.071
	Covariance	.396	.091	.033	.077
	N	31	31	31	31
Values	Pearson Correlation	.237	1	-.379*	.077
	Sig. (2-tailed)	.224		.047	.699
	Sum of Squares and Cross-products	2.464	10.107	-3.179	.786
	Covariance	.091	.374	-.118	.029
	N	31	31	31	31
Managerial knowledge & skills	Pearson Correlation	.104	-.379*	1	-.310
	Sig. (2-tailed)	.600	.047		.108
	Sum of Squares	.893	-3.179	6.964	-2.643



	and Cross-products				
	Covariance	.033	-.118	.258	-.098
	N	31	31	31	31
Experience	Pearson Correlation	.196	.077	-.310	1
	Sig. (2-tailed)	.317	.699	.108	
	Sum of Squares and Cross-products	2.071	.786	-2.643	10.429
	Covariance	.077	.029	-.098	.386
	N	31	31	31	31
*. Correlation is significant at the 0.05 level (2-tailed).					

Correlations: Dimension 4- Strategies with entrepreneurship

	Mean	Std. Deviation	N
Decision	4.17	.642	31
Focus	4.05	.685	31

		Decisions	Focus
Decisions	Pearson Correlation	1	.472*
	Sig. (2-tailed)		.011
	Sum of Squares and Cross-products	16.679	7.143
	Covariance	.618	.265
	N	31	31
Focus	Pearson Correlation	.472*	1
	Sig. (2-tailed)	.011	
	Sum of Squares and Cross-products	7.143	13.714
	Covariance	.265	.508
	N	31	31
Correlation is significant at the 0.05 level (2-tailed).			

Conclusion:

Dynamic entrepreneurs are considered critical to economic growth. All business need to be face stiff competition and adopt new strategies to leverage in order

to develop sustainable competitive advantage. It is entrepreneurs who learn & think creatively, starting with the recognition of problems and find worthy solutions. Women entrepreneurs must



constantly explore and identify opportunities. Women leaders are assertive, persuasive and willing to take risks. They managed to survive & succeed in this cut-throat competition with their hard work, diligence and perservance.

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Investors investing behavior, preference and perspective Commodity market trading in India

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Abstract

Indian economy is an agriculture economy as around more than half of the population depends upon agriculture sector. Agriculture sector contributes a vast amount to GDP of the economy. The national commodity exchanges, recognized by the Central Government, permits commodities which include precious (gold and silver) and non-ferrous metals, cereals and pulses, ginned and un-ginned cotton, oilseeds, oils and oilcakes, raw jute and jute goods, sugar and gur, potatoes and onions, coffee and tea, rubber and spices. Etc. So the basic aim of this article is to understand the functioning of Commodity Market in India in relation to various exchanges that are available for trading under this market and current scenario of commodity market in India along with rules and regulations under this market. The study also pertains to understand the rationale or behavior of investors towards commodity market which basically aims to understand the perception of retail investors in comparison to other markets through a means of structured questionnaire.

Key Words: Indian commodity market, Commodity Trading, Commodity trading decisions Investors investing behaviour and preference

Introduction

The origin of derivatives can be traced back to the need of farmers to protect themselves against fluctuations in the price of their crop. From the time of sowing to the time of crop harvest, farmers would face price uncertainty. Through the use of simple derivative products, it was possible for the farmer to partially or fully transfer price risks by locking-in asset prices. These were simple contracts developed to meet the needs of farmers and were basically a means of reducing risk. A farmer who sowed his crop in June faced uncertainty

Commodity Exchange

A commodity exchange is an association or a company or any other body corporate organizing futures trading in commodities for which license has been granted by regulating authority.

Consumer Preferences: - In the short-term, their influence on price volatility is small since it is a slow process permitting manufacturers, dealers and wholesalers to adjust their inventory in advance.

Changes in supply: - They are abrupt and unpredictable bringing about wild fluctuations in prices. This can especially have noticed in agricultural commodities where the weather plays a major role in affecting the fortunes of people involved in this industry. The futures market has evolved to neutralize such risks through a mechanism; namely hedging.

Literature Review

(UNCTAD,5 June 2013) The major findings in this article was laid on the functioning of commodity markets and the flow of information that affect the



trading decisions. The paper also summarizes the recent developments and trends in fundamentals on both the demand and supply side. They have urged that due to increase in the number of investors in commodity market who do not base their trading purely on the basis of demand and supply has led to misleading price signals in the market. Another finding in this paper was that investors want to diversify their portfolio which is playing an important role for them to invest in commodity market rather than understanding the fundamentals for investment.

(Ke Tang and Wei Xiong, March 2013)

The primary objective of this paper was to find out the effect growing investment in commodity futures markets has had on commodity price movements. In order to find out the relationship between the two the authors conducted a regression test between the oil and selected commodities from various sectors and the major finding was that with the increase in investment by investors observed since the early 2000s futures prices of non-energy commodities have become increasingly correlated with oil.

(John Baffes and Tassos Hanriotis, July 2012)

The main objective of this paper was to analyze three potentially key factors behind recent commodity price increases: excess liquidity and speculation, increasing food demand by emerging economies and the use of some food commodities for biofuel production. The major findings in this paper was speculation played a key role during the 2008 price rise whereas the use of some food commodities for biofuel production played a small role and the increase in

food demand by emerging economies played no noticeable role.

Methodology

Objectives of research:

- To study the behavior of the individuals, their perspective, investment preference for commodity market trading in India as compared to other financial markets in India.
- To study the operation and functioning of commodity market.

Research Design: Exploratory design has been selected as data has been collected from the secondary sources in order to understand the functioning of commodity market and data has been collected from primary source in order to satisfy the research objectives.

Data Collection Method: Most of the data has collected from secondary sources whereas for conduct of research the primary data has been collected through a structured questionnaire wherein a total of 130 respondents took part out of which only 100 have been taken into consideration as the questionnaire pertains to a specific class of respondents, so in order to reduce the error this has been done. A total of 63 males and 37 females have been included in the research.

Sampling: The study mainly deals with the financial behavior of Individual Investors towards Commodity market in India. The required data was collected through a pretested questionnaire administered on a combination of convenience and judgment sample of 100 individual investors. Judgment sample selection is due to the time. Respondents were screened and inclusion was purely on the basis of their Knowledge about



Financial Markets, Commodity market in particular.

Instruments used: The primary data was collected through a structured questionnaire by one to one interactions with investors and contact was also made through emails.

Analysis and Interpretations: The analysis of the data collected has been performed appropriately and inferences have been drawn. The techniques that are used for analysis of data are Descriptive technique, Crosstabs and Anova which have been performed by the use of SPSS software.

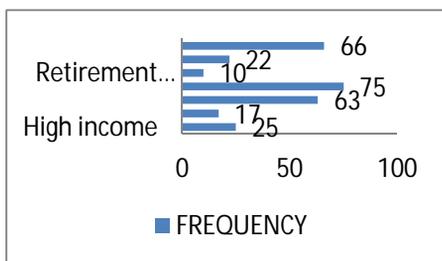


Analysis and Interpretation

Analysis of investor’s preferences

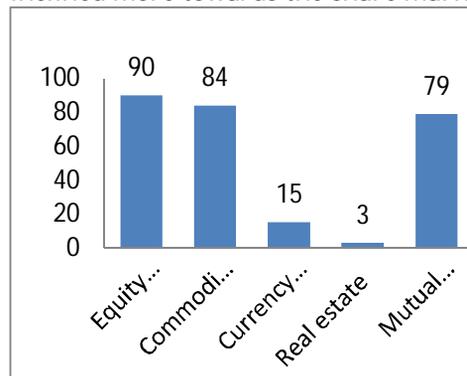
The survey was conducted to capture investor objective for investment in financial instruments, reveals the following.

Most of the investors want to invest money for the purpose of future welfare followed by high growth, so company should suggest those instruments which have a positive return for their investment which will help in fulfilling both the objectives.

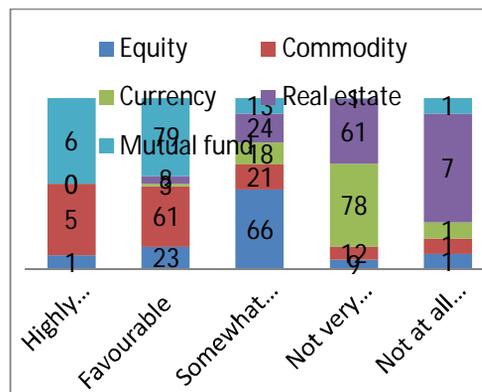


Current investors preference of Individual Investors towards the Following Financial Markets, In the Indian Capital Market From the above analysis we can infer that majority of the people invest in Equity market,

while the investment in Commodity market and Mutual funds are almost similar, so therefore investors are inclined more towards the share market.



Current Attitude of Individual Investors towards the Following Financial Markets, In the Indian Capital Market



According to the analysis, we can see that most of the investors are favorable towards Mutual fund under current market scenario followed by Commodity market and somewhat favorable towards Equity market. So, it can be said that investors are looking for safe investment options along with safe return which can be used as a motivation factor for investors to lure them in investing in commodity market. According to the recent reports commodity market are the first to revive for current situation which add as an added incentive for



investors to invest in this market as returns are going to be favorable.

6) Why people resist in investing in Commodity market: According to this analysis we can infer that people who already trade in Commodity market have a perception that perspective investors are not attracted towards Commodity market primarily because of difficulty in understanding as well as lack of Knowledge of Commodity market, so the investing companies can resort to various methods to inform these perspective investors and convert them to real investors.

Ratings of investors for Commodity market on various attributes.

In the above chart we can clearly see that investors perceives that tier id high Liquidity, Flexibility and Good returns in the commodity market whereas most of the investors feel that there is lack of Safety in commodity market. Under the category of diversification, it is almost equal so investors think that commodity market plays a role to a certain extent in diversification but not too a great extent. Lastly, investors are not very favorable towards capital appreciation due to investment in commodity market.

Table No.1:Crosstabs between Risk taking capacity and Investment horizon of an investor.

Reference of investment horizon- Short term * risk taking capacity- High

	What is your risk taking capacity- High		Total
	Yes	No	
What is your prefernce of investment horizon- Short term	2	21	23
No	4	73	77
Total	6	94	100

Preference of investment horizon- Short term * What is your risk taking capacity- Low

Table No.2

	What is your risk taking capacity- Low		Total
	Yes	No	
What is your prefernce of investment horizon- Short term	12	11	23
No	34	43	77
Total	46	54	100

Preference of investment horizon- Short term *Risk taking capacity- Medium



Table No.3

	What is your risk taking capacity- Medium		Total
	Yes	No	
What is your preference of investment horizon- Short term	9	14	23
Yes No	38	39	77
Total	47	53	100

From the above analysis we can find out that that there are very few investors who are willing to invest for short time period so this can be used as great inference that people are willing to put their invest for long or medium duration which is what is required in commodity market.

Preference of investment horizon- Long term * Risk taking capacity- High
Table No.4

	What is your risk taking capacity- High		Total
	Yes	No	
What is your preference of investment horizon- Long term	2	42	44
Yes No	4	52	56
Total	6	94	100

Preference of investment horizon- Long term * Risk taking capacity- Medium

Table No.5

	What is your risk taking capacity- Medium		Total
	Yes	No	
What is your preference of investment horizon- Long term	24	20	44
Yes No	23	33	56
Total	47	53	100

Preference of investment horizon- Long term * Risk taking capacity- Low

Table No.6

	What is your risk taking capacity- Low		Total
	Yes	No	
What is your preference of investment horizon- Long term	18	26	44
Yes No	28	28	56



Preference of investment horizon- Long term * Risk taking capacity- Low

Table No.6

		What is your risk taking capacity- Low		Total
		Yes	No	
What is your preference of investment horizon- Long term	Yes	18	26	44
	No	28	28	56
Total		46	54	100

The conclusion that can be drawn from the above three crosstabs is that investors are Not in favour of investing their money in commodity market for a long period of time even though some favorable results have been seen in medium category of risk taking capacity of investors in relation to long investment horizon.

Preference of investment horizon- Medium term * Risk taking capacity- High

Table No. 7

		What is your risk taking capacity- High		Total
		Yes	No	
What is your preference of investment horizon- Medium term	Yes	2	28	30
	No	4	66	70
Total		6	94	100

Preference of investment horizon- Medium term * Risk taking capacity- Medium

Table No.8

		What is your risk taking capacity- Medium		Total
		Yes	No	
What is your preference of investment horizon- Medium term	Yes	14	16	30
	No	33	37	70
Total		47	53	100

Preference of investment horizon- Medium term * Risk taking capacity- Low Cross



Table No.9

		What is your risk taking capacity- Low		Total
		Yes	No	
What is your preference of investment horizon- Medium term	Yes	14	16	30
	No	32	38	70
Total		46	54	100

From the above analysis we can infer that there are very few investors who are willing to invest in commodity market. So, we can infer from all the above crosstabs that investors want to invest in commodity market for long duration as compared to the other two horizons and investors have an appetite for medium class of risk.

Table No.10 Cross tabulation between Annual income and Investment portion of income

Annual income * Investment Portion of your income invested					
	Investment Portion of your income invested				Total
	below 10%	10-15 %	15-20%	above 20%	
below 100000	16	0	0	0	16
100000-200000	6	0	0	0	6
200000-300000	35	5	1	0	41
above 300000	18	14	4	1	37
Total	75	19	5	1	100

In the above analysis we can see that a majority of investors lie between the income group of 200000-300000 and likewise investors are investing only a small portion of their income that is below 10% and the third thing we can infer is that around 35 out of 100 lie in this common region. Crosstabs between n which market the investors invest in relation to How they perceive that market. Current market attitude towards the following financial markets- Equity

Table No.11 In which financial market do you invest- Equity market						
	What is your current market attitude towards the following financial markets- Equity					Total
	highly favourable	Favourable	somewhat favourable	Not very favourable	Not at all favourable	
Yes	1	23	61	5	0	90
No	0	0	5	4	1	10
Total	1	23	66	9	1	100



We can see that investors who are investing in Equity market are currently somewhat favourable towards this market under current situation which provides an opportunity to shift investors or persuade them into investing in commodity market.

Table 12: What is your current market attitude towards the following financial markets- Commodity

	highly favourable	favourable	somewhat favourable	Not very favourable	Not at all favourable	Total
Yes	4	60	17	3	0	84
No	1	1	4	9	1	16
Total	5	61	21	12	1	100

We can see that investors who are investing in Commodity market are currently favourable towards this market under current situation which provides an opportunity to investors to earn good returns.

Table 13. What is your current market attitude towards the following financial markets- Currency

	favourable	somewhat favourable	Not very favourable	Not at all favourable	Total
Yes	1	5	9	0	15
No	2	13	69	1	85
Total	3	18	78	1	100

We can see that investors who are investing in Currency market are currently Not very favourable towards this market under current situation which provides an opportunity to shift investors or persuade them into investing in commodity market and this might be because of fall in rupee and economic slowdown.

Table No.14 In which financial market do you invest- Real estate

What is your current market attitude towards the following financial markets- Real estate

	favourable	somewhat favourable	Not very favourable	Not at all favourable	Total
Yes	1	2	0	0	3
No	7	22	61	7	97
Total	8	24	61	7	100

As we can see from the above table that there are only a handful of investors who are willing to invest in Real estate market because of which No meaningful conclusions can be drawn.

Table No.15 In which financial market do you invest- Mutual funds



	What is your current market attitude towards the following financial markets- Mutual fund					Total
	Highly Favourable	Favourable	Somewhat Favourable	Not very Favourable	Not at all Favourable	
Yes	6	70	3	0	0	79
No	0	9	10	1	1	21
Total	6	79	13	1	1	100

From the above table we can infer that a large section of investors invests in Mutual fund market and their current attitude towards this market is Favorable, this is because a high rate of return is generated under this market or a fixed return in guaranteed which is Not in the case of any other market.

An Anova between Investment portion and Occupation

Formation of Hypothesis

H0: There is No significant difference between Investment portion and occupation of investors.

H1: There exists significance difference between Investment portion and occupation of investors.

Level of significance = 5%

ANOVA

Table No.21

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	4.737	3	1.579	4.590	.005
Within Groups	33.023	96	.344		
Total	37.760	99			

As the F value or the test value is 4.590 which is significantly higher than 0.05 so we can Not reject the null hypothesis in favor of alternate hypothesis which means there is No significant difference between investment portion and occupation of investors. An Anova between Investment objective of investors and Investment in commodity market.

Formation of Hypothesis

H0: There is No significant difference between Investment objective of investors and Investment in commodity market.

H1: There exists significance difference between Investment objective of investors and Investment in commodity market

Level of significance = 5%



ANOVA

Table No. 22

		Sum of Squares	df	Mean Square	F	Sig.
What is your investment objective- High income	Between Groups	.044	1	.044	.232	.631
	Within Groups	18.706	98	.191		
	Total	18.750	99			
What is your investment objective- Stable income	Between Groups	.170	1	.170	1.197	.277
	Within Groups	13.940	98	.142		
	Total	14.110	99			
What is your investment objective- Reasonable income and safety	Between Groups	.562	1	.562	2.420	.123
	Within Groups	22.748	98	.232		
	Total	23.310	99			
What is your investment objective- Future welfare	Between Groups	.399	1	.399	2.130	.148
	Within Groups	18.351	98	.187		
	Total	18.750	99			
What is your investment objective- Retirement protection	Between Groups	.064	1	.064	.700	.405
	Within Groups	8.936	98	.091		
	Total	9.000	99			
What is your investment objective- Tax benefit	Between Groups	.309	1	.309	1.797	.183
	Within Groups	16.851	98	.172		
	Total	17.160	99			
What is your investment objective- High growth	Between Groups	1.553	1	1.553	7.289	.008
	Within Groups	20.887	98	.213		
	Total	22.440	99			

An Anova between Awareness of commodity market and various sources.

Formation of Hypothesis

H0: There is No significant difference between Awareness of commodity market and various sources.

H1: There exists significance difference between Awareness of commodity market and various sources.

Level of significance = 5%

Table No.23

		Sum of Squares	df	Mean Square	F	Sig.
How do you come to Know about the commodity market- Reference groups	Between Groups	.376	1	.376	1.573	.213
	Within Groups	23.414	98	.239		
	Total	23.790	99			



How do you come to Know about the commodity market- Newspapers(general)	Between Groups	.000	1	.000	.010	.921
	Within Groups	.990	98	.010		
	Total	.990	99			
How do you come to Know about the commodity market- Newspapers(Business)	Between Groups	.765	1	.765	7.105	.009
	Within Groups	10.545	98	.108		
	Total	11.310	99			
How do you come to Know about the commodity market- Financial magazines	Between Groups	.040	1	.040	.248	.620
	Within Groups	15.960	98	.163		
	Total	16.000	99			
How do you come to Know about the commodity market- Television	Between Groups	.401	1	.401	1.715	.193
	Within Groups	22.909	98	.234		
	Total	23.310	99			
How do you come to Know about the commodity market- Brokers/agents	Between Groups	.765	1	.765	7.105	.009
	Within Groups	10.545	98	.108		
	Total	11.310	99			
How do you come to Know about the commodity market- Internet	Between Groups	.003	1	.003	.052	.820
	Within Groups	4.747	98	.048		
	Total	4.750	99			

Independent T test between Investment purpose and Gender

Formation of Hypothesis

H0: There is No significant difference between investment purpose and gender.

H1: There exists significance difference between investment purpose and gender.

Level of significance = 5%

Summary and Conclusion : India is one of the top producers of large number of commodities and also has a long history of trading in commodities and related derivatives. The Commodities Derivatives market has seen ups and downs, but seems to have finally arrived Now. The market has made enormous progress in terms of Technology, transparency and trading activity. As majority of Indian investors are Not aware of organized commodity market; their perception about it is of risky to very risky investment. Many of them have wrong impression about commodity market in their minds. It makes them specious towards

commodity market. So, there is a large or vast amount of untapped market in India in both urban as well as rural sectors and regulatory bodies have to play a major role in tapping these markets and luring investors to invest in commodity market.

It is also believed that Indians have a high risk appetite. So, there is No doubt that in near future commodity market will become hot spot for Indian farmers rather than spot market. And producers, traders as well as consumers will be benefited from it. But for this to happen one has to take initiative to standardize and popularize the Commodity Market.



Table 4.24: Independent Samples Test

		Levine's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
What is your investment objective-High income	Equal variances assumed	22.081	.000	-2.055	98	.043	-.182	.089	-.358	-.006
	Equal variances Not assumed			-2.221	92.790	.029	-.182	.082	-.345	-.019
What is your investment objective-Stable income	Equal variances assumed	2.112	.149	-.706	98	.482	-.055	.078	-.211	.100
	Equal variances Not assumed			-.731	83.746	.467	-.055	.076	-.206	.095
What is your investment objective-Reasonable income and safety	Equal variances assumed	37.812	.000	2.966	98	.004	.287	.097	.095	.479
	Equal variances Not assumed			3.153	89.662	.002	.287	.091	.106	.468
What is your investment objective-Future welfare	Equal variances assumed	5.154	.025	1.072	98	.287	.097	.090	-.082	.275
	Equal variances Not assumed			1.111	83.998	.270	.097	.087	-.076	.269
What is your investment objective-Retirement protection	Equal variances assumed	6.045	.016	-1.170	98	.245	-.073	.062	-.197	.051
	Equal variances Not assumed			-1.288	95.663	.201	-.073	.057	-.185	.040
What is your investment objective-Tax benefit	Equal variances assumed	42.069	.000	-2.633	98	.010	-.221	.084	-.387	-.054
	Equal variances Not assumed			-2.982	97.947	.004	-.221	.074	-.367	-.074
What is your investment objective-High growth	Equal variances assumed	2.051	.155	-.686	98	.495	.068	.099	-.128	.264
	Equal variances Not assumed			-.694	78.427	.490	.068	.098	-.127	.262



So, one can conclude on the basis of the analysis that have been carried out that investors in current scenario i.e. with the burden of fall in rupee, increase inflation and high volatility have changed their objectives to Reasonable income along with safety for the purpose of future welfare as future looks uncertain. Now a day's investors are willing to bear very minimum risk and that too for short span of period and most of the investors are inclined to invest their money in mutual funds and commodity market. The attitude of investors towards mutual fund investment is much more favourable than any other market as there is offer of around 12-14% guaranteed return which if brought about in commodity market can lead to tapping of huge untapped market.

Investors are willing to invest only in bullions (gold, silver) as their prices tend to rise over a time horizon and due to lack of Knowledge other areas of commodity market as Not favored upon as compared to international market where large amount of money is invested in agriculture based products. In order to increase investment in commodity market the regulators have to take initiative to educate and inform mass people about the working of commodity market and ensure strict rules and regulations for investors safety which is a major concern these days.

At last the major findings of this study are that investors are reluctant to invest in commodity market due to lack of Knowledge ad difficulty in understanding the functioning of commodity market and the major area of concern for investors is the safety driven

by the objective of reasonable income for future welfare.

Recommendations

- i) The Commodity market operational environment is becoming more competitive. Hence, the impact of emerging competition on investor behavior/behavioral changes needs to be studied further.
- ii) Developments in Technology influence the behavior of investors. Hence, the impact of Technology on financial behavior is another potential area for close study.
- iii) Since the industry is still struggling to win the investors 'confidence, in-depth analysis into investor 's expectations from Commodity market, its performance, management, service and other related areas could be done.
- iv) This study reveals that Commodity market investors feel that currently the two major benefits, which Commodity market claim to offer, namely, Diversification and Safety are not satisfactorily delivered. In spite of this, Commodity market industry is growing and we attribute this to investor behavior and other macroeconomic factors. Further research can be done to understand the reasons for growing popularity on one side and the struggle to win investors' confidence on the other side.
- v) As we have seen from this study that Commodity market is on a rise in terms of value, so a study can be conducted further to understand the untapped market.
- vi) This study was conducted during



less volatile period of market, a further research can be conducted on commodity market taking into consideration a long period where volatility can also be taken into consideration and more meaningful conclusions can be drawn.

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Influence of weather parameters on the yield of *Rabi Sorghum* in Vijayapur district during different climatic modes

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Abstract:- *Sorghum (Sorghum bicolor [L.] Moench) is the world's fifth major cereal in terms of production and acreage. It is being cultivated largely over the northern Karnataka, mainly during the Rabi season. The recent studies and observations show that there is a decreasing trend for the production and yield for this crop, even though it is suit to be grown under the dry agro-climatic conditions. This study is based on the farm trials conducted in the Vijayapur station. The influences of various weather parameters such as Rainfall, Maximum Temperature, Minimum Temperature, Relative Humidity and Moisture Adequacy Index (MAI) on the yield variations of rabi Sorghum over this station during different climatic modes such as El-Niño and La-Niña have been studied. Result has shown that, these parameters are having significant influence on the yield variations of this crop during these warm and cold seasonal episodes.*

Key words: Climatic Water Balance, El-Niño and La-Niña, Moisture Adequacy Index

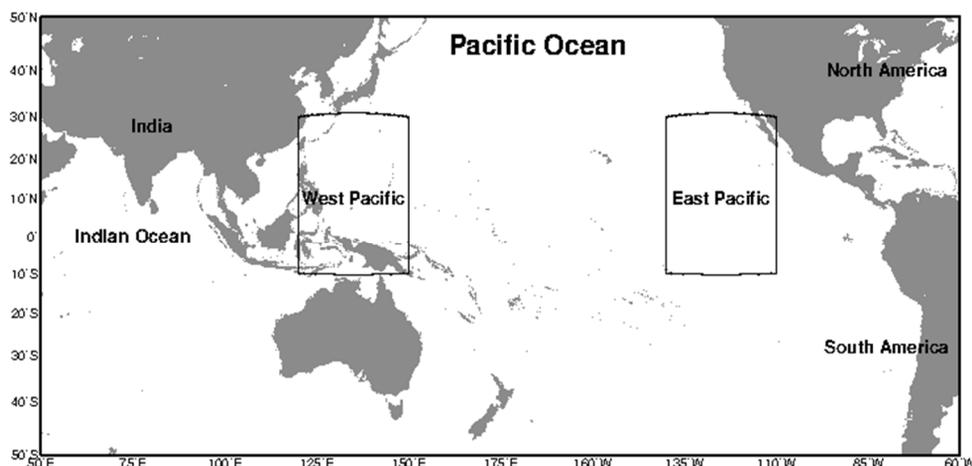
Introduction

Sorghum (*Sorghum bicolor* [L.] Moench) is a staple food crop for the people living in most of the arid and semi-arid lands. This crop is genetically suited to hot and dry agro-climatic conditions where it is difficult to grow other food grains. It is being cultivated largely over northern Karnataka, mainly during the *rabi* season. The recent studies and observations show that there is large scale reduction in the production and yield for this particular crop (Parthasarathy Rao et.al 2010). Even though it is suited to be grown under the dry agro-climatic conditions, northern Karnataka is experiencing a reduced production in this crop for the past few decades. In this scenario we are studying the influence of the weather parameters on the yield variations of the *rabi* Sorghum crop in different climatic modes

such as El-Niño and La-Niña. Studies and observations show that the El-Niño and La-Niña events are having significant impacts on the global climate. A recent study on agriculture show that (James et.al 1998) the El-Niño affects the agriculture over southern US. A study states that the El-Niño events are having significant impact on the Indian monsoon (Torrence et.al 1999); hence it is known that any variation in the monsoon rainfall have got direct impact on Indian agriculture. La-Niña is the counter part of El-Niño; this condition develops when there is an increase in the magnitude of the trade winds over the Pacific Ocean. If the magnitude of the trade wind is increased, it will push more surface waters from west to east of the Pacific Ocean. The atmospheric temperature will be more over the west Pacific Ocean. The increased atmospheric temperature over the west Pacific Ocean will boot the

atmospheric convection and make Pacific Ocean region and drought over
 torrential rainfall and floods over west the east Pacific Ocean.

Figure 1: The Pacific Ocean and the locations of warm and cool SST anomalies



Materials and Methods

The data have been generated by a series of experiments conducted in the farm as a part of the AICRP on Agricultural Meteorology research program on the Sorghum crop, by the Agro meteorology division of the Regional Agricultural Research Station Vijayapur. Vijayapur is one of the northern districts in Karnataka; its geographical position is 16.49°N and 72.43°E, and it is located 593 meters above mean sea level. Vijayapur is coming under the Northern Dry Zone of Karnataka. This part of this state is getting very less amount of annual rainfall of about (593.4mm) mostly during the September to October (*Rabi* Season). The dry land crops like Sorghum, Grams, Bajra, Groundnut, Sunflower and Cotton are the major crops being cultivated here, among these Sorghum is the major crop over this region. It is normally being sown between September 15th and October 15th,

and the crop takes 120- 125 days for its maturity and it is being harvested in the month of February. The influence of various weather parameters such as Rainfall, Maximum Temperature, Minimum Temperature, Relative Humidity and Moisture Adequacy Index (MAI) during the Normal, El-Niño and La-Niña years on the yield variations of three different varieties of Sorghum namely, M-35-1, RSLG-262 and CSV-216-R have been analyzed in this study.

The *rabi* season is the cropping season which is depending the rainfall during the Northeast monsoon (October to December) and these crops are harvested by the end of the Winter season (January and February). The weather parameters during the northeast monsoon season and winter season are only considered in this study. Since the crop has experienced two seasons (Northeast monsoon and Winter) the weather parameters during these seasons have



only been considered to analyze the influence of these weather parameters on the Sorghum yield. The El-Niño and La-Niña years have been collected from the National Weather Service website (www.nws.noaa.gov). The warm and cold periods are obtained based on the threshold of +/- 0.5°C for the Oceanic Nino Index (ONI) [3 month running means of ERSST.V4 SST anomalies in the Nino 3.4 region (5°N-5°S, 120° - 170°W)], based on centered 30-year base periods updated every 5 years.

The Moisture Adequacy Index

The moisture adequacy index (MAI) is a measure of soil moisture availability, which explains the agricultural droughts. The ratio of Actual Evapotranspiration (AET) to the Potential Evapotranspiration (PET) is known as the moisture adequacy index, and is expressed in percentage (Subrahmanyam et. al 1983). Potential Evapotranspiration or PET is a measure of the ability of the atmosphere to remove water from the surface of the earth through the processes, of evaporation and transpiration assumin

$$R_A = \frac{24 \times 60}{\pi} GSc [dr [Ws \sin (LAT) \sin d + \cos (LAT) \cos (d) \sin Ws]]$$

Where,

GSc = solar constant (0.82 MJ m⁻² min⁻¹)

dr = 1 + 0.033 cos (2πi / 365) [i = Julian day] (Relative distance of the earth from the sun)

d = solar declination in radian [Solar declination (d) is computed as

$$d = 0.4093 \sin (2\pi(284 + i) / 365)]$$

The distance from the earth to sun is calculated as

Ws = the sunset hour angle, Ws, in radians is calculated as [Ws = arc cos (-tan (LAT) tan d)]

g no control on water supply. Actual Evapotranspiration or AET is the quantity of water that is actually removed from a surface due to the processes of evaporation and transpiration. The softwares namely the PET-calculator and the Weather Cock developed by the scientists at CRIDA Hyderabad to calculate the Moisture adequacy index (MAI) over this region.

Calculation of Potential Evapotranspiration

There are various methods to calculate Potential Evapotranspiration. The PET in the present study has been estimated through Hargreaves method (1985) which is expressed as,

$$PET = 0.0023 R_A T_D^{0.5} (T_m + 17.8)$$

Where,

R_A = extra-terrestrial radiation (mm day⁻¹)

T_D = difference between maximum and minimum temperature (°C)

T_m = mean temperature (°C)

Results and Discussion

We have analyzed the influence of the weather parameters such as rainfall, Maximum Temperature, Minimum Temperature, Relative humidity and the Moisture Availability Index (MAI) on the yield variations of the *rabi* Sorghum in the Vijayapur station. The phonological stages of the crop are given table 1. This is a dry land crop which needs less



amount of rainfall for its growth. This crop attains its physiological maturity after 88 to 101 days after sowing and it is harvested after 102 to 120 days after sowing. The influence of the weather parameters in each stage of growth and how it will affect the yield of the crop have been analyzed. Normally the crop

is sown between the second fortnight of September and first fortnight of October. The crop needs good amount of rainfall at its early stages. In this series of experiments, the earliest sowing date was on 15th September and the delayed sowing was on 22nd October during these periods.

Table 1: The phonological stages of Sorghum

Stages	Days after Sowing
Germination & Emergence	1 to 10
Seedling Stage	11 to 31
Panicle Initiation	32 to 38
Vegetative Stage	39 to 52
Boot leaf Stage	53 to 59
Flowering Stage	60 to 66
Grain Filling & Hardening	67 to 87
Physiological Maturity	88 to 101
Maturity and Harvest	102 to 120

In this study, we are also analyzing the impact of large scale back ground over the regional agricultural practices. As per the Oceanic Nino Index (ONI) analysis by National Weather Service, the climatic modes during the period 2004 to

2010 have been listed in the table 2. From the table it is seen that, there are three El-Niño years, two normal years and one La-Niña year. From the table 2, it is clear that all the years have received good amount of rainfall except 2005-06, which was a dry year.

Table.2: Climatic modes during the period 2004 to 2010.

Years	Climatic modes	September (RF mm)	October (RF mm)	November (RF mm)	December (RF mm)	January (RF mm)	February (RF mm)	Total
2004-05	El-Niño	120.0	100.8	9.0	0.0	0.0	0.0	229.8
2005-06	Normal	80.4	112.3	0.0	0.0	0.0	0.0	192.7
2006-07	El-Niño	237.3	81.8	43.2	0.0	0.0	0.0	362.3
2007-08	La-Niña	148.1	36.2	5.9	0.0	0.0	23.0	213.2
2008-09	Normal	155.0	152.6	24.4	4.0	0.0	0.0	336.0
2009-10	El-Niño	338.6	253.0	44.0	19.0	14.0	1.2	669.8



The yields of these crop varieties have been given in table 3. The lowest crop yields (below 1000kg /ha) have been given in brackets. It is observed that the crops yielded less during the normal years compared to the El-Niño and La-Niña years. There have been two normal years, during the study period 2005-06 and 2008-09, it is observed that the crop yield for these years was very less compared to the other years. Here the rainfall is influencing the crop in two

different ways. During 2005-06, it is seen that there was no rainfall after October so the crop experienced severe moisture stress during this period. And during 2008-09 there was high amount of rainfall during September and October, and it continued up to December it is the flowering stage of the crop, so it affected the flowering and affected the crop yield. Afterwards no rainfall during January and February during this crop period.

Table 3: Yield variations of the Sorghum varieties under different days of sowing in kg/ha

Years	M35-1			RSLG-262			CSV-216-R		
	D1	D2	D3	D1	D2	D3	D1	D2	D3
2004-05	1508.27	2002.36	1087.47	1739.95	1614.65	1713.94	1427.89	1997.63	1205.67
2005-06	1367.45	1157.40	(510.97)	(925.92)	1068.75	(655.04)	(566.39)	(635.34)	(249.21)
2006-07	1246.00	1907.00	1608.00	(918.53)	1206.65	1090.42	1085.90	1974.98	1699.17
2007-08	1312.00	1906.00	1090.0	1395.19	1928.38	856.38	1395.09	1755.12	1227.54
2008-09	(314.22)	(721.04)	--	(795.31)	(962.17)	--	(430.85)	(872.34)	--
2009-10	1398.73	1226.35	1787.82	1580.96	1955.28	1994.68	1462.76	1861.70	1856.77

Yield variations of the Sorghum Varieties during the Normal years

From the table 3, it is noticed that the low yields of the Sorghum varieties have recorded during the normal years (2005-06 and 2008-09). Figure 2 (A,B) shows the weekly variations of the weather parameters such as rainfall, Maximum Temperature, Minimum Temperature, RH1 (Morning Relative Humidity), RH2 (Afternoon Relative Humidity) and Moisture Adequacy Index (MAI) for the period 2005-06 and 2008-09. These are the periods where the crop yield recorded very low compared to the other periods. From table 3. It is observed that, all the three dates of sowing (DOS1, DOS2 and DOS3) of the variety CSV-216-R have been affected by the weather parameters

during the periods 2005-06. In case of the variety RSLG-262, two date of sowings (DOS1 and DOS3) have been affected by the weather parameters during this period and the variety M35-1, has recorded low yield for the only for DOS3. During the period 2008-09, all the experiment trials for each variety have recorded low yields. So it is understood that some of the weather parameters have adverse effect on the crop.

Figure 2(A), shows the weekly variations of the parameters during 2005-06. It is observed that there was no rainfall after the 7th week. The period between 8th and 14th weeks is important to this crop. It is



the period of important stages such as Flowering, Grain filling and Physiological Maturity. So the crop experienced moisture stress during this period. This resulted in low yield for the crop. The other parameters such as are not affecting the crop adversely. Figure 2(B), gives the weekly variations of the parameters during the period 2008-09. It is observed that there was couple of light rainfall events during the weeks between

8th and 14th. This created high humidity in the atmosphere. The afternoon RH (RH2) has increased up to 60%. This condition affected the crop adversely in turn decreased the yield of the crop. The other parameters do not have any adverse effect on the crop. The average yield of these Sorghum varieties have listed in the table 4.

Table 4. Average yield of the Sorghum varieties during the Normal years

Period	Varieties		
	M35-1	RSLG-262	CSV-216-R
2005-06	1011.94	883.24	483.64
2008-09	517.63	878.74	651.59
Average	764.785	880.99	567.615

Yield variations of the Sorghum Varieties during the El-Niño years

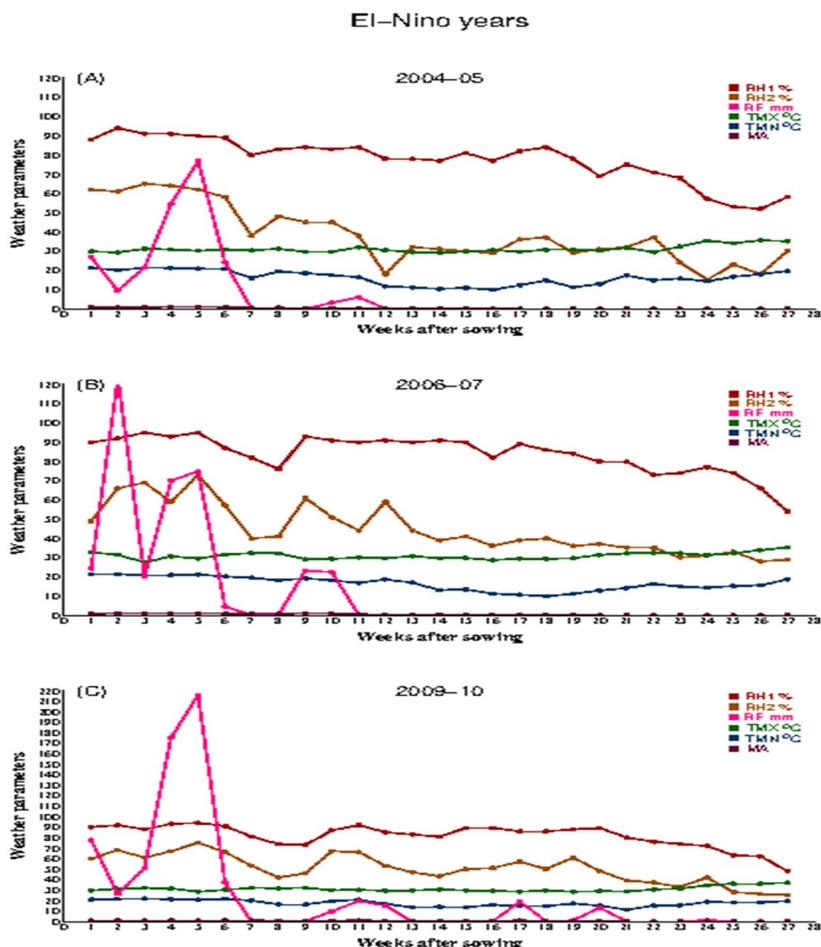
There have been three El-Niño years such as 2004-05, 2006-07 and 2009-10. Figure 3(A, B, C) shows the weekly variations of the parameters during the crop season. From figure 3 and 4, it is observed that, there was light rainfall during the period between 8th and 12th weeks after sowing but the afternoon

relative humidity is not high during this period. So that there will not be any adverse effect on the crop yield. From figure 5, it is noticed that there were heavy rainfall from the beginning of the crop season and light right rainfall continued till the end of the crop season. This helped the crop to yield better during this period. The average yields of the Sorghum varieties during the El-Niño years are listed in table 5.

Table 5. Average yield of the Sorghum varieties during the El-Niño years

Periods	Varieties		
	M35-1	RSLG-262	CSV-216-R
2004-05	1532.7	1689.51	1543.73
2006-07	1587	1071.87	1586.71
2009-10	1470.97	1843.64	1727.08
	1530.223	1535.007	1619.173

Figure 1. Weekly variations of the parameters during the El-Niño years



Yield variations of the Sorghum Verities during the La-Niña years

There is only one La-Niña year (2007-08) during the study period. Figure 4(A), shows the weekly variations of the parameters during the period of La-Niña. There were good amount of rainfall

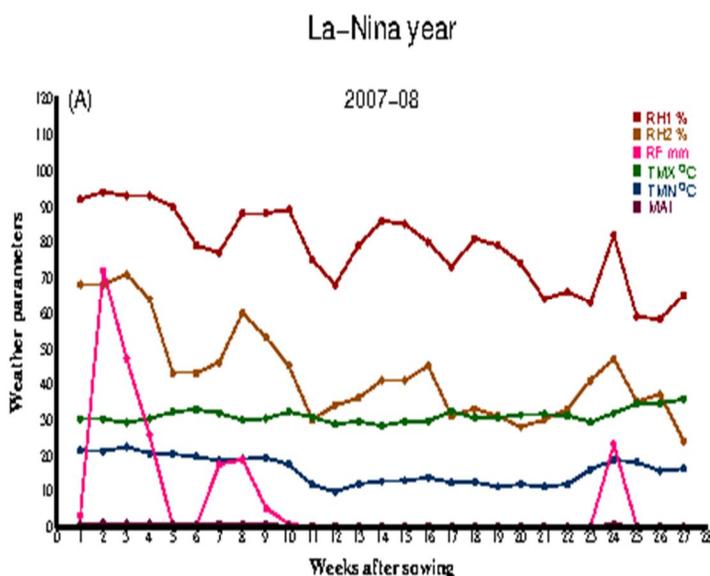
during the cropping period of this La-Niña year. There was no rainfall after the eighth week after sowing, and the afternoon relative humidity was also not so high this helped the crop to yield better. The average yield of the Sorghum verities during the La-Niña years is listed in table 6.



Table 6. Average yield of the Sorghum varieties during the La-Niña year

Period	Varieties		
	M35-1	RSLG-262	CSV-216-R
2007-08	1436	1393.32	1459.25
Average	1436	1393.32	1459.25

Figure 2. Weekly variations of the parameters during the La-Niña year



Conclusions

The influence of weather parameters Rainfall, Maximum Temperature, Minimum Temperature, Morning Relative Humidity, Afternoon Relative Humidity and Moisture Adequacy Index (MAI) on the yield variations of *rabi* Sorghum have been analyzed. The yields of three different varieties of *rabi* Sorghum (M35-1, RSLG-262 and CSV-2216-R) have been collected from a AICRPAM experimental trials of the RARS, Vijayapur station. This crop starts flowering and attains its

physiological maturity in the period between 8th and 14th weeks after sowing. The observations show that, the parameters such as rainfall and afternoon Relative Humidity are influencing the crop yield. It is observed that the yields of *rabi* Sorghum during the El-Niño years are much higher than the other two periods. Least crop yield have found during the Normal years. It is concluded that the El-Niño and La-Niña conditions are beneficial for the *rabi* Sorghum in the Vijayapur district. It is also found that, other parameters such as Maximum Temperature, Minimum Temperature



and Moisture Adequacy Index (MAI) are yield.

having no negative impacts on the crop

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Human Resource Development Interventions in Insurance – A Study with Special Reference to the Training & Development in Select Companies

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Abstract

Human Resource Management regards Training and Development as a function concerned with organizational activity aimed at bettering the job performance of individuals and groups in organizational settings. Training is crucial for organizational development and its success which is indeed fruitful to both employers and employees of an organization. Human Resource Development is a multi-dimensional concept. Human Resource Development assumes great significance in insurance services. Banks and Insurance companies have come to recognize the importance of HRD, and training as one of the components of HRD. Human Resource Development assumes great significance in insurance sector. An attempt is made in this paper to analyze the training and development HRD intervention in select insurance companies.

Key Words: Human Resource Development; Organizational Climate; Training and Development; Insurance.

I. Introduction:

In an organizational context 'Human Resource Development (HRD)' is a process by which employees of an organization are helped in a continuous and planned way to acquire capabilities for performing various functions and develop an organizational culture. Competent and motivated employees are essential for organizational survival, growth and excellence. Human Resource Development should be a continuous process in organizations. The success of an organization depends to a large extent depends on the effective utilization of resources. Human Resource Development

is a multi-dimensional concept. Unlike other resources, human resources have rather unlimited potential capabilities. The potential can be used only by creating a climate that can continuously identify, bring to surface, nurture and use the capabilities of people. HRD aims at creating such climate, as is considered as the key to higher productivity, better relations and greater profitability for an organization.

Unlike manufacturing, agricultural and industrial sectors; service industry has some special features. It call for particular emphasis in the design and implementation of HRD



systems. Human Resource Development assumes great significance in insurance services. Banks and Insurance companies have come to recognize the importance of HRD, and training as one of the components of HRD. The other aspects of two HRD systems like performance appraisal, job rotation, career planning and organization development have also, come into practice.

II. Objectives of the Study:

This research paper aims at highlighting the HRD intervention in insurance sector, the training and development. More specifically these are -

- An overview of HRD interventions in insurance sector
- Analyzing Training & Development in insurance companies.
- To offer suggestions based on the observations for more effective training & development in insurance services.

III. Review of literature:

Agarwal Ashok and Udai Pareek (1997) in their study entitled "The Role of HRD in Service Sector" opined that service sector is a large sector with great variations. This study deals with service sector in general and road transport and health sector in particular. In an economy like ours where human resource is available in plenty, HRD in service sector is extremely important. Some unique features of service sector are: services are intangible, they are produced and consumed simultaneously, and they are holistic and integrated. An innovative approach is needed especially in strategic thinking and HRD in service industry.

Kuldeep Singh (2003) in his study "Strategic HR Orientation and Firm

Performance in India" concludes that the strategic alignment of HR planning, selection, performance evaluation, compensation, development, staffing policies results in better organizational performance. The aim of the present study was to find out the relationship between the human resources management practices and firm level performance. The study conducted on 82 Indian firms indicates that there is a significant relationship between the two human resources practices, namely, training and compensation, and perceived organizational and market performance of the firm.

Teseema & Soeters (2006) used eight HR practices in their research paper which are recruitment and selection practices, placement practices, training practices, compensation practices, employee performance evaluation practices, promotion practices, grievance procedure and pension system. According to them these HR practices can affect the employee performance.

Vikas Agarwal (2011) found that Human Resource is the most vital resources for the reason that is the only resource which has got brain. Even the computer brain which has been developed has human brain behind it. Development is a systematic process of learning and growth by which managerial personnel gain and apply knowledge, skills, attitudes and insight to manage the work in their organization effectively and efficiently. The result derived from this survey proved that the hypothesis taken up for conducting the research was true and training and development programmes adopted by LIC help in improving employee's performance and simultaneously fulfill organizational objectives.



Srimannarayana: 2008 carried out a study to assess the extent of HRD climate prevailing in Indian organizations. A survey has been conducted upon the employees working of 42 organizations. Among those 42, 18 were in manufacturing sector, 13 were in service sector and 11 were in IT sector. A questionnaire was prepared including 38 items grouped into 3 categories of general climate, OCTAPAC culture and HRD mechanisms. It derived the conclusion that a moderate climate prevails in organizations understudy (59.61%) and more favorable HRD climate was in manufacturing sector (62.39%) than in service and IT sectors.

IV. Methodology of the study:

Broadly the study is based on a quantitative approach and to some extent qualitative approach. The three selected organizations for the study include – Life Insurance Corporation of India (LIC), SBI Life Insurance Company, and Reliance Nippon Life Insurance Company as for their operations in Andhra Pradesh.

The study pertains to the life insurance segment of selected organizations. A sample size of 459 respondents is taken for the study & from 176 branches of LIC, 154 branches of SBI Life Insurance, and 143 branches of Reliance Nippon Life Insurance. This paper is compiled mainly relying on primary data; however secondary data sources were also taken into consideration. The perception of respondents is obtained through the execution of a questionnaire. The statistical tools used includes – chi-square test, ANOVA willson two-sample test.

V. Hypothesis of the study:

H01: There exist no significant difference between the employees of the selected insurance companies regarding the various elements of Training and Development.

VI. Results and discussions:

Hypothesis Testing

H01: There exist no significant difference between the respondents with various educational qualifications with respect to various elements of Training and Development.

Table – 1 ANOVA for the Hypothesis H01

Analysis of Variance for Variable "Training & Development"		
Qualification	N	Mean
UG	194	3.64
PG & Above	261	3.75
Intermediate	4	4.28

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Among	2	2.451957	1.225978	3.0276	0.0494
Within	456	184.649623	0.404933		



Interpretation: Summary of the ANOVA presented in the above Table-1 indicates that p-value (0.0494) is less than 0.05 and hence the hypothesis stating "There exist no significant difference between the respondents with various educational qualifications with respect to various elements of Training and Development" is rejected at 0.05 level of significance, so there is a significant differences among the employees with different educational qualification regarding the training and development activities in the selected three insurance companies.

Statement of training & Development on Employees' Hierarchy

Statement-A: People lacking competence in doing their jobs are helped to acquire competence rather than being left unattended

Statement-B: Specific training programs are being organized in the organisation on regular basis

Statement-C: Employees are sponsored for training on the basis of genuine training needs

Statement-D: Employees, who have been given a chance of sponsored training, take it seriously and utilize the training for development

Table – 2: Mean values of Training & Development on Employees' Hierarchy variable

Statements	LIC			RNLIC			SBIL			TOTAL			overall MEAN (N = 459)
	Senior level (n = 25)	Middle level (n = 125)	Junior level (n = 30)	Senior level (n = 32)	Middle level (n = 74)	Junior level (n = 38)	Senior level (n = 30)	Middle level (n = 75)	Junior level (n = 30)	Senior level (n = 87)	Middle level (n = 274)	Junior level (n = 98)	
	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	
A	3.80	3.96	4.17	3.75	3.84	4.11	4.50	4.20	4.00	4.02	3.99	4.09	4.02
B	3.60	3.24	3.00	3.13	3.05	3.08	3.50	3.53	2.83	3.39	3.27	2.97	3.23
C	4.40	3.96	3.83	4.25	4.24	4.11	4.00	4.07	3.83	4.20	4.06	3.93	4.06
D	3.60	3.36	3.17	3.75	3.41	3.08	4.50	4.13	3.00	3.96	3.58	3.08	3.55
Total	3.85	3.63	3.54	3.72	3.64	3.59	4.13	3.98	3.42	3.89	3.72	3.52	3.71



Interpretation: The above Table 2 furnishes the information about the mean values given by the respondents with different hierarchical levels in the three selected insurance companies on training and development activities included in the study. The overall mean score is 3.71 indicating that the respondents are satisfactory with the training and development activities undertaken in their organizations.

Among the three insurance companies, senior level employees in SBI Life gave relatively more mean value (4.13) than the other two insurance

companies. Senior level employees in LIC of India gave 3.85 mean score for the training and development activities undertaken in the study. Junior level employees in LIC of India gave relatively low mean value (3.54) than the other hierarchical levels in all the three selected insurance companies. They are relatively less satisfied with the training and development activities undertaken in their respective companies.

Hypothesis Testing

H02: There exist no significant difference between the respondents' hierarchy and Training and Development activities

Table -3 ANOVA for the hypothesis H02

Analysis of Variance for Variable "Training & Development"		
Level	N	Mean
Third	98	3.52
Second	274	3.72
First	87	3.89

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Among	2	6.528159	3.264080	8.2427	0.0003
Within	456	180.573420	0.395994		

Interpretation: Summary of the ANOVA presented in the above Table 3 indicates that p-value (0.0003) is less than 0.05 and hence the hypothesis stating "There exist no significant difference between the respondents' hierarchy and Training and Development activities" is rejected at 0.05 level of significance, so there is a significant differences among the employees with different hierarchical levels and training and development activities in the selected three insurance companies.

Training Development Statements (table 4):

Statement-1: People lacking competence in doing their jobs are helped to acquire competence rather than being left unattended

Statement-2: Specific training programs are being organized in the organisation on regular basis

Statement-3: Employees are sponsored for training on the basis of genuine training needs

Statement-4: Employees, who have been given a chance of sponsored training, take it seriously and utilize the training for development



Table - 4: Mean values of Training & Development on Employees' length of service

Statements	LIC					RNLIC					SBIL					TOTAL					OVERALL MEAN (N=459)
	Mean 0-5 (N=0)	Mean 6-10 (N=40)	Mean 11-20 (N=85)	Mean 21-30 (N=40)	Mean Above 30 (N=15)	Mean 0-5 (N=45)	Mean 6-10 (N=88)	Mean 11-20 (N=16)	Mean 21-30 (N=0)	Mean Above 30 (N=0)	Mean 0-5 (N=20)	Mean 6-10 (N=85)	Mean 11-20 (N=20)	Mean 21-30 (N=10)	Mean Above 30 (N=0)	Mean 0-5 (N=65)	Mean 6-10 (N=208)	Mean 11-20 (N=121)	Mean 21-30 (N=50)	Mean Above 30 (N=15)	
1	0	3.6	4.12	4.13	3.67	3.91	3.90	3.75	0	0	4.00	4.06	4.75	5.00	0	3.93	3.91	4.17	4.30	3.66	4.02
2	0	2.6	3.35	3.75	3.00	3.00	3.04	3.50	0	0	3.00	3.24	3.75	4.50	0	3.00	3.03	3.43	3.90	3.00	3.22
3	0	3.7	4.06	3.88	4.67	4.11	4.16	4.75	0	0	4.25	3.88	4.25	4.00	0	4.15	3.96	4.18	4.66	4.66	4.06
4	0	2.8	3.53	3.38	3.67	3.11	3.58	3.25	0	0	3.50	3.88	4.50	4.50	0	3.23	3.56	3.65	3.60	3.66	3.54
Total	0	3.2	3.76	3.78	3.75	3.53	3.67	3.81	0	0	3.69	3.76	4.31	4.50	0	3.58	3.62	3.86	3.92	3.75	3.71

Interpretation:

Table 4 provides the information about the mean values of the respondents with different lengths of service on the training and development activities

undertaken in their organizations. All the respondents gave more than three mean score, indicating that they are satisfied with the training and development activities undertaken in their



organizations. Among all respondents from SBI Life with an experience of 21-30 years gave relatively more mean score (4.50) than any other respondent category. Respondents from LIC of India with service of 6-10 years gave relatively

least mean score (3.22) than the other categories of respondents

Hypothesis Testing

H03: There exists no significant difference between the respondents' length of service and Training and Development activities

Table 5 ANOVA for the hypothesis H03

Analysis of Variance for Variable "Training & Development"		
Service	N	Mean
0-5 years	65	3.58
6-10 years	208	3.62
11-20 years	121	3.86
21-30 years	50	3.92
Above 30 years	15	3.75

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Among	4	7.815771	1.953943	4.9479	0.0007
Within	454	179.285809	0.394903		

Interpretation: Summary of the ANOVA presented in the above Table 5 indicates that p-value (0.0007) is less than 0.05 and hence the hypothesis stating "There exists no significant difference between the respondents' length of service and Training and Development activities" is rejected at 0.05 level of significance, so there is a significant difference between the employees with different lengths of service and training and development activities in the selected three insurance companies.

VII. Conclusion:

Human Resource Management regards Training and Development as a function concerned with organizational activity aimed at bettering the job performance of individuals and groups in organizational settings. Training is crucial for organizational development and its success which is indeed fruitful to

both employers and employees of an organization. Some important benefits of training and development are – increased productivity, less supervision, job satisfaction and skill development. Human Resource Development assumes great significance in insurance sector. The results of the study revealed the facts that there is a significant difference among the employees with difference among the employees with different educational qualification, with different hierarchical levels, lengths of service regarding the training and development in the selected insurance companies.

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International Health Hazards and Issues

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Abstract

It is estimated that by 2020, two-thirds of the global burden of disease will be attributable to chronic non-communicable diseases and most of them strongly associated with diet. The nutrition transition towards refined foods, foods of animal origin, and increased fats plays a pivotal role in the current global epidemics of obesity, diabetes and cardiovascular diseases, among other non-communicable conditions. Sedentary lifestyles and the use of tobacco are also significant risk factors. The epidemics cannot be ended simply by encouraging people to reduce their risk factors and adopt healthier lifestyles, although such encouragement is undoubtedly beneficial if the targeted people can respond. Unfortunately, increasingly obesogenic environments, reinforced by many of the cultural changes associated with globalization, make even the adoption of healthy lifestyles, especially by children and adolescents, more and more difficult. The present paper examines some possible mechanisms for diseases and WHO's role in, the development of a coordinated global strategy on diet, physical activity and health. The situation presents many countries with unmanageable costs. At the same time, there are often continuing problems of undernutrition. A concerted multisectoral approach, involving the use of policy, education and trade mechanisms, is dire necessary to address these matters.

Keywords: Obesity, epidemiology, prevention and control, Diet, Physical Fitness,

Introduction

The top ten health hazards at international level include Mental health, Cancer, Aids, Family planning, Mobile tech, Global health security and surveillance, War and unrest, Ebola, New sustainable development goals and people centered health systems and are spreading rampantly like wild fire men. World Health Organization (WHO) estimates that, within the next few years, non-communicable diseases will become the principal global causes of morbidity and mortality. The role of diet in the etiology of most non-communicable diseases is well recognised. The shifts towards highly refined foods and towards meat and dairy products containing high levels of saturated fats, *i.e.* the nutrition

transition, now increasingly evident in middle-income and lower-income countries have, together with reduced energy expenditure, contributed to rises in the incidence of obesity and non-communicable diseases. Because of the global extent of the epidemic, the potential role of international legal mechanisms in promoting healthy diets and preventing over nutrition should be explored. These instruments need not be binding in nature to be effective.

Over nutrition, obesity and non-communicable diseases

The 2002 World Health Report lists the leading ten selected risk factors as percentage causes of disease burdens measured in disability-adjusted life years



(DALYs) for high- and low-mortality developing countries and for developed countries. For developed countries and low-mortality developing countries, overweight was listed as the fifth most serious risk factor. Other risk factors, including tobacco and consumption, hypertension, and underweight, rank higher. While the problem of overweight is an essential risk factor for non-communicable diseases, it is not the single or most deadly one. In the USA, 55% of adults are overweight and nearly a quarter are obese. Obesity levels have risen sharply in Australia, Canada and Europe; for example, between 1980 and 1990 in England the prevalence of obesity doubled to 16% and continues to increase. The epidemic of overweight and obesity inflicts significant disadvantages on both the individual and society, i.e. increased risk of disease and death, health care costs and reduced social status, educational attainment, and employment opportunities.

However, the problems of over nutrition are increasing even in countries where hunger is endemic. Recent reviews have reported significant increases in the prevalence of overweight and obese individuals in developing countries. In Brazil and Mexico, obesity is ceasing to be associated with relatively high socioeconomic status and is becoming a marker of poverty, as in developed countries. The effects of dietary changes are usually exacerbated by a parallel decline in energy expenditure associated with a reduction in daily physical activity. In Europe and North America, fat and sugar account for more than half the caloric intake, and consumption of refined grains has largely replaced that of whole grains (in the USA, 98% of wheat flour is refined). Many people in the

developing world are abandoning traditional diets that are rich in fibre and grain for diets that include increased levels of sugars, oils, and animal fats. For all developing countries combined, the per capita consumption of beef, mutton, goat, pork, poultry, eggs and milk rose by an average 50% per person between 1973 and 1996.

Top 10 Global Health Issues

At the time, the global health community was focused on longstanding challenges such as HIV, family planning, maternal health all of which have been derailed in some way by Ebola this year. All seven billion of us will be affected in some way by at least one of these issues. They'll shape what Intra Health and other global development organizations do in 2015, and how we do it. Here are our top ten predictions.

1. Mental Health

Maternal mortality, has dominated the global health spotlight for years. Along with depression, post-traumatic stress disorder, dementia, substance abuse and other mental health challenges that affect high and low-income countries alike. "Mental health and wellbeing are fundamental to our collective and individual ability as humans to think, emote, interact with each other, earn a living and enjoy life,"

2. Cancer

Cancer and other communicable diseases will get all the attention and resources because Ebola will likely stunt global progress in addressing. Continue to be a growing challenge for us all, including frontline health workers around the world.

3. AIDS



In 2014, UNAIDS announced its new fast-track strategy to end the AIDS epidemic by 2030. That's partly because half of the 35 million people who live with HIV today don't even know they're HIV positive, so they don't know they're in danger of passing the virus on to others. This year will mark the first full year of a global strategy designed to avert 21 million deaths over the next 15 years.

4. Family planning

Family Planning 2020, a global partnership to make family planning more widely available and it's already reported some amazing global results, 77 million unintended pregnancies averted, for example, and 125,000 women's and girls' lives saved. It also highlights Senegal's impressive progress, including a new method of contraceptive distribution called the Informed Push Model, which completely eliminated contraceptive stock outs in all public health facilities in Pikine, Senegal, in just six months. Now the government is expanding the model nationwide. Family Planning has yet to take hold in West Africa, but change is coming. Family Planning 2020 Progress Report Highlights Intra Health's Informed Push Model of Contraceptive Distribution. This type of progress is possible everywhere.

5. Mobile Tech

In the hands of trained, connected health workers, mobile technology has the power to transform health care. It can help a lone health worker in even the most remote, isolated village get up-to-date training and provide high-quality care. It can help patients avoid quacks. And it can help connect

health workers to one another and to information that can save lives.

6. Global Health Security And Surveillance

Polio persisted as some 350 cases were reported in eight countries. These are vaccine-preventable illnesses. Their resurgences not to mention the far more dangerous outbreaks of Ebola in West Africa are all threats to our global health security. But it needs international cooperation to create better disease surveillance systems, establish laws and policies that bolster health systems, and prevent violent conflicts that is, to ultimately make a healthier and safer world.

7. War and unrest

War, civil unrest, and acts of terrorism can hinder or even reverse progress in all aspects of global development, including health, education, and gender equality. The international community continues trying to resolve these conflicts and prevent hospitals and health workers from becoming targets of violence. Last year in a landmark resolution, the United Nations stepped up to lead the global effort to protect health workers and hold accountable those who perpetrate violence against them.

8. EBOLA

Ebola killed over 8,000 people in 2014, including hundreds of health workers. In 2015, West Africa and the world will continue struggling to contain the epidemic. People encounter Ebola's devastating ripple effects: setbacks in HIV and maternal health progress, traumatized communities, and thousands of children orphaned by the disease and abandoned by their remaining family members. Ebola has made clear the



global need to invest in health systems for the long term and in health workers.

9. New Sustainable Development Goals

This year marks target date for reaching the Millennium Development Goals, which have led to massive worldwide improvements in health and well-being over just 25 years. Now global leaders are finalizing a new set of objectives for global development: the sustainable development goals. These new goals could unite countries on the path toward one of the international community's most ambitious goals: universal health coverage. To achieve it, we'll need a greater focus on the global health workforce than the world has ever seen.

10. People-Centered Health Systems

Perhaps more than any crisis in living memory, Ebola has shown a spotlight on the importance of people in health systems. Take away the people as Ebola has done by killing 500 health workers in West Africa and beyond and the system crumbles. Each part of the health system requires people to make health care work and not just clinicians, but statisticians, finance experts, technologists and of course, all of us who seek health care services.

Globalization, Food and Diet

Food has been traded since the advent of settled agriculture. Today, however, a qualitative change has occurred in this field because of unprecedented quantitative change. The global value of the food trade grew from US\$ 224 billion in 1972 to US\$ 438 billion in 1998. Food now accounts for 11% of global trade, a proportion higher than that of fuel. This increase has accompanied the consolidation of

agricultural and food companies into large transnational corporations, which have developed global brand names and marketing strategies with adaptation to local tastes. These corporations are characterized by the global sourcing of supplies, the centralization of strategic assets, resources and decision-making and the maintenance of operations in several countries to serve a more unified global market. An important strategy for these corporations when penetrating into new markets involves the purchase of large, often majority, shareholdings in local food producers, wholesalers or retailers. In China, transnational corporations have invested significantly in local companies in order to produce, distribute, and retail both global and locally adapted products.

Virtually all aspects of the production and processing of food have been transformed in the last three decades. The overproduction of agricultural produce in developed countries is a perennial problem. For example the food supply in the USA contains 3800 kcal for every adult and child. Moreover, the demand for food is relatively inelastic. These factors have made it necessary to add value to raw agricultural products in the manufacture of food. In the USA, farm value has remained almost unchanged in recent years whereas market value, incorporating added value by the manufacture, retail and food services, has doubled and is now three times higher than farm value.

Along with the changes in the food supply, the marketing of food has clearly influenced dietary change. As urbanization proceeds, people's preferences are clearly being shaped by



the introduction of consumers to aggressive marketing techniques and by increased supplies of domestic and imported goods. Global marketing and the systematic moulding of taste by giant corporations is a central feature of the globalization of the food industry. The food industry in the USA spends over US\$ 30 billion each year on direct advertising and promotions more than any other industry. Smaller amounts are devoted to food advertising in developing countries, but advertising is increasing as incomes rise in these countries. In South-east Asia, food advertising expenditures increased from US\$ 2 billion to US\$ 6 billion between 1984 and 1990. Mexicans now drink more Coca Cola than milk.

World Health Organization (WHO) Strategy

At the Fifty third World Health Assembly in May 2000, the Director General of WHO presented a global strategy for the prevention and control of non-communicable diseases. It focuses on the following major areas of risk in an integrated way: tobacco use, unhealthy diets and inadequate physical activity. Over nutrition is one piece of this strategy. Two years later, the Fifty fifth World Health Assembly considered a report by the WHO Secretariat which explored a framework for action on diet and physical activity as part of the integrated prevention and control of non-communicable diseases. The report noted that international issues with a major influence on nutrition and physical activity would be identified and addressed, including advertising, mass communication, world trade agreements, food labeling, novel foods, urban planning, and transport. WHO is planning a public consultation process with a view to the creation of a global strategy on diet, physical activity and

health. It is intended that an expert committee will produce a report on diet, nutrition, and the prevention of chronic diseases. There will then be extensive consultation with Member States, UN agencies and private and public organizations, after which a reference group will advise WHO on the development of a global strategy.

WHO's Global Strategy on Diet, Physical Activity and Health recognizes the need for private as well as public sector involvement to address relevant public health issues. Although WHO is a public international organization with the aims of protecting and promoting public health, it shares certain goals with the private sector and believes that both public and private sectors can agree on certain issues such as adding fruits and vegetables to diets, increasing physical activity, more availability and affordability of health foods, and encouraging the maintenance of healthy body weights. The Global Strategy endorses personal choice, and aims to ensure "that these choices are made by fully informed consumers" and that choices are "made in an environment in which it is easy for people to make healthy decisions about what to eat and how much physical activity they get". The WHO Process for a Global Strategy on Diet, Physical Activity and Health draws distinctions between tobacco and food, noting that unlike tobacco, which kills half its regular users if consumed as intended, "foods are not deadly products.

Globalization of public health

Globalization the process of increasing economic, political and social interdependence, which takes place as capital, traded goods, persons, concepts, images, ideas and values diffuse across



national boundaries occurring at ever increasing rates. The roots of globalization can be traced back to the industrial revolution and the laissez-faire economic policies of the late 19th century. However, the globalization of the late 20th century is assuming a magnitude and taking on patterns unprecedented in world history. Globalization includes many interconnected risks and phenomena that affect the sustainability of health systems and the well-being of populations in rich and poor countries alike. Recently, Yach & Bettcher identified many of the health-related features of global change and observed that the negative health repercussions associated with increasing global interdependence for example, in international trade and communication and financial liberalization cannot be overlooked.

The globalization of modern information technologies carries the risk of advancing the worldwide trade and consumption of harmful commodities, such as tobacco. At the same time, however, if modern information technologies become accessible and affordable to developing countries, the potential benefits are extensive including telemedicine, interactive health networks, communication services between health workers, and distance learning. As a further example, the globalization of advances in biomedical science raises the possibility of genetics-based discrimination by the public and private sectors in all countries with access to the new technology in genetics. However, advance in genetics can also lead to dramatic progress against diseases in both rich and poor countries, provided that these technologies become available and affordable worldwide.

Emerging and re-emerging infectious diseases

In the early 1970s, it was widely assumed that infectious diseases would continue to decline: sanitation, vaccines and antibiotics were at hand. The subsequent generalized upturn in infectious diseases was unexpected. Worldwide, at least 30 new and re-emerging infectious diseases have been recognized since 1975 (Weiss and McMichael, 2004). HIV/AIDS has become a serious pandemic. Several 'old' infectious diseases, including tuberculosis, malaria, cholera and dengue fever, have proven unexpectedly problematic, because of increased antimicrobial resistance, new ecological niches, weak public health services and activation of infectious agents (e.g. tuberculosis) in people whose immune system is weakened by AIDS. Diarrhoeal disease, acute respiratory infections and other infections continue to kill more than seven million infants and children annually (Bryce *et al.*, 2005). Mortality rates among children are increasing in parts of sub-Saharan Africa (Horton, 2004).

The recent upturn in the range, burden and risk of infectious diseases reflects a general increase in opportunities for entry into the human species, transmission and long-distance spread, including by air travel. Although specific new infectious diseases cannot be predicted, understanding of the conditions favouring disease emergence and spread is improving. Influences include increased population density, increasingly vulnerable population age distributions and persistent poverty (Farmer, 1999). Many environmental, political and social factors contribute.



These include increasing encroachment upon exotic ecosystems and disturbance of various internal biotic controls among natural ecosystems (Patz *et al.*, 2004). There are amplified opportunities for viral mixing, such as in 'wet animal markets'. Industrialized livestock farming also facilitates infections (such as avian influenza) emerging and spreading, and perhaps to increase in virulence. Both under- and over-nutrition and impaired immunity (including in people with poorly controlled diabetes and obesity-associated disease now increasing globally) contribute to the persistence and spread of infectious diseases. Large-scale human-induced environmental change, including climate change, is of increasing importance.

Declining regional life expectancy

The upward trajectory in life expectancy forecast in the 1980s has recently been reversed in several regions, especially in Russia and sub-Saharan Africa (McMichael *et al.*, 2004b). These could, in principle, be either temporary aberrations or unconnected to one another. However, identifiable factors appear to link these declines. The fall in life expectancy since 1990 in Russia is unprecedented for a technologically developed country. Multiple drug-resistant tuberculosis is widespread in Russian prisons. Collectively, these factors reflect social disintegration and crisis (Shkolnikov *et al.*, 2004). In sub-Saharan Africa, HIV/AIDS has combined with poverty, malaria, tuberculosis, depleted soils and under nutrition (Sanchez and Swaminathan, 2005), deteriorating infrastructure, gender inequality, sexual exploitation and political taboos to foster epidemics that have reduced life expectancy, in some cases drastically. Adverse health and loss

of human capital, caused by disease and the out-migration of skilled adults, have helped to 'lock-in' poverty. More broadly, indebtedness and ill-judged economic development policies, including charges for schooling and health services, have also impaired population health in Africa, following decades of earlier improvement. The intersectoral implications for health promotion are clear. Conflict, most notoriously in Rwanda (André and Platteau, 1998), has also occurred on a sufficient scale to temporarily reduce life expectancy for some populations in sub-Saharan Africa. Age pyramids skewed to young adults have almost certainly played a role in this violence (Mesquida and Wiener, 1996), together with resource scarcity, pre-existing ethnic tensions, poor governance and international inactivity when crises develop.

Global Environmental Change

Sustainable population health depends on the viability of the planet's life-support systems (McMichael *et al.*, 2003a). For humans, achieving and maintaining good population health is the true goal of sustainability, dependent, in turn, on achieving sustainable supportive social, economic and environmental conditions. Today, however, human-induced global environmental changes pose risks to health on unprecedented spatial and temporal scales. These environmental changes, evident at worldwide scale, include climate change, biodiversity loss, downturns in productivity of land and oceans, freshwater depletion and disruption of major elemental cycles.

We currently extract 'goods and services' from the world's natural environment about 25% faster than they



can be replenished (Wackernagel *et al.*, 2002). Our waste products are also spilling over (e.g. carbon dioxide in the atmosphere). Hence, there is now little unused global 'bio capacity'. We are thus bequeathing an increasingly depleted and disrupted natural world to future generations. Although the resultant adverse health effects are likely to impinge unequally and, often, after time lag, this decline could eventually harm, albeit at varying levels, the entire human population. Global climate change now attracts particular attention. Fossil fuel combustion, in particular, has caused unprecedented concentrations of atmospheric greenhouse gases. The majority expert view is that human-induced climate change is now underway (Oreskes, 2004). The power of storms, long predicted by climate change modelers to increase (Emanuel, 2005), appears (in combination with reduced wetlands and failure to maintain infrastructure) to have contributed to the 2005 New Orleans flood. WHO has estimated that, globally, over 150 000 deaths annually result from recent change in the world's climate relative to the baseline average climate of 1961–1990 (McMichael *et al.*, 2004a). This number will increase for *at least* the next several decades.

The Faltering Demographic and Epidemiological Transitions

Both the demographic and epidemiological transitions are less orderly than predicted. In some regions, declining fertility rates have overshot the rate needed for an economically and socially optimal age structure. In other countries, population growth has declined substantially because of the reduced life expectancy discussed earlier (McMichael *et al.*, 2004b). Relatedly, the

future health dividend from recent reductions in poverty may be lower than that once hoped because of the emergence of the non-communicable 'diseases of affluence', including those due to obesity, dietary imbalances, tobacco use and air pollution. In the 1960s, there was widespread concern over imminent famine, affecting much of the developing world. This problem was largely averted by the 'Green Revolution' during the 1970s and 1980s. Meanwhile, the earlier view that unconstrained population growth had little adverse impact upon environmental amenity and other conditions needed for human wellbeing gained strength. However, in the last few years, this position has been re-evaluated (United Nations Department of Economic and Social Affairs Population Division, 2005). Some argue that unsustainable regional population growth is characterized by age pyramids excessively skewed to young age, high levels of under- and unemployment and intense competition for limited resources. These circumstances jeopardize public health. Where there is also significant inequality and/or ethnic tension, catastrophic violence can result (André and Platteau, 1998; Butler, 2004).

The growth of the global population and its environmental impact means that we may now be less than a generation from exhausting the biosphere's environmental buffer, unless we can rein in our excessive demands on the natural world. If not, then the demographic and epidemiological transitions, already faltering, will be further affected. Population growth may then slow not only because of the usual development-associated fertility decrease but also because of persistently high death rates elsewhere. Meanwhile, the



growing awareness of these issues, the publicity of the MDGs, the ongoing campaigns against poverty and Third-World debt, calls for public health to address political violence and the renewed vigour of social movements for health (McCoy *et al.*, 2004) affords new potential resources and collaborations to the global health promotion effort. These should be welcomed and acted upon.

Emerging Health Issue

In sum, global and regional inequality, narrow and outdated economic theories and an ever-nearing set of global environmental limits endanger population health. On the positive side of the ledger, there have been some gains (e.g. literacy, information sharing and food production, and new medical and public health technologies continue to confer large health benefits). Overall, though, reliance on economic, especially market-based, processes to achieve social goals and to set priorities and on technological fixes for environmental problems is poorly attuned to the long-term improvement of global human well-being and health. For that, a transformation of social institutions and norms and, hence, of public policy priorities is needed (Raskin *et al.*, 2002). Population health can be a powerful lever in that process of social change, if health promotion can rise to this challenge.

Many of these contemporary risks to population health affect entire systems and social-cultural processes, in contrast to the continuing health risks from personal/family behaviours and localized environmental exposures. These newly recognized risks to health derive from demographic shifts, large-scale environmental changes, an economic

system that emphasizes the material over other elements of well being and the cultural and behavioural changes accompanying development. Together, these emerging health risks present a huge challenge to which the wider community is not yet attuned. The risks fall outside the popular conceptual frame wherein health is viewed in relation to personal behaviours, local environmental pollutants, doctors and hospitals. In countries that promote individual choice and responsibility, there are few economic incentives for the population's health. Health promotion must, of course, continue to deal with the many local and immediate health problems faced by individuals, families and communities. But to do so without also seeking to guide socio-economic development and the forms and policies of regional and international governance is to risk being 'penny wise but pound foolish'. Tackling these more systemic health issues requires multi-sectoral policy coordination (Yach *et al.*, 2005) at community, national and international levels, via an expanded repertoire of bottom-up, top-down and 'middle-out' approaches to health promotion.

Conclusions

The prohibitive costs of treating the consequences of over nutrition require that increased attention be given to preventive measures. Parallels exist between these requirements and the initiatives taken to control tobacco consumption, from which important lessons can be learnt, especially with respect to the use of international legal instruments. However, because some of the largest multinational companies are heavily involved in the creation and marketing of unhealthy foods, the control of these activities presents a formidable



challenge. There is a growing recognition that prevention demands public health actions at both the national and global levels, ranging from more health education to improved food labelling and controls on the marketing of certain foods and soft drinks. This will require innovative and committed collaboration by all concerned.

Although numerous existing international legal measures have direct or indirect implications for public health, international law-making is a largely uncharted area for the public health community. However, the development and negotiation of the WHO Convention will require us to move into this area. In fact, it can well be argued that the scientific evidence base is much firmer for an international legal agreement on tobacco than, for example, in many areas of environmental law-making where "scientific uncertainty" has been a dominant issue. Tobacco control is one of the most rational, evidence-based policies in health care. Moreover, the recent economic data released by the World Bank strengthens immeasurably this bedrock of scientific evidence. On these grounds, the World Bank recommends that "international organizations such as the United Nations agencies should review their existing programs and policies to ensure that tobacco control is given due prominence and that they should address tobacco control issues that cross borders, including working with the WHO's proposed Frame-work Convention on Tobacco Control".

Over 40 years ago, activities in international health were the domain of WHO, governments (based on bilateral agreements), and non-governmental organisations. This has changed. Today,

new players (such as the World Bank and, increasingly, the World Trade Organisation) have an influence on international health. As globalisation of trade and markets takes hold, new coalitions and alliances are forming to examine and deal with the direct and indirect consequences on health. This paper examines the changing context of cooperation in international health, and voices concerns about rising potential inequalities in health, both within and between countries. The question of how such changes will affect the actions of organisations working in international health is also addressed.

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Micro finance through SHGs towards empowerment of tribal women: A Study of G.L. Puram Mandal in Vizianagaram District

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Abstract: The results of the study ultimately reveal that there are several benefits being bestowed by the different activities under the SHGs scheme. According to the study, the women respondents are receiving both the employment opportunities and the income under the scheme in the study villages. Among the villages, the respondents of Levidi are able to get more employment opportunities and incomes as the resources are available at cheaper rate for their activities when compared to other villages. Regarding activities, the vegetable marketing activity, kirana business activity and dairy activity under this scheme are providing more employment opportunities and incomes to the tribal women in the study area. The findings of this study ultimately indicate that micro finance is playing very vital role in the upbringing of the living conditions of tribal women. The findings of this study ultimately suggests that, In view of fast changing scenario in tribal areas, a vision for self reliance and urge for development has to be inculcated in tribal societies especially in the women folk. These vital changes can be accomplished by establishing thrift and credit societies. Adult literacy centers, SHGs have to be established in all the interior tribal villages. The local organizations have to be empowered and guided properly in functioning and maintenance by women liaison workers and community coordinators.

Key words: empowerment, Development, Women and Children

Introduction

The Indian Government has been vigorously working for the empowerment of women in general, rural and tribal women in particular by launching various developmental programmes of which Development of Women and Children in Rural Area (DWACRA) is prominent one. Therefore an attempt has been made to look through the impact of the above said scheme on alleviation of poverty of rural women. One such efforts is the DWACRA scheme which was introduced in 1982 as a subcomponent of IRDP to accelerate the integration of women with the rural development programmes. The primary objectives of the DWACRA scheme are to focus attention on the women members of rural families below the poverty line with a view to providing them with

opportunities of self-employment as a sustained goals. The DWACRA programme is designed as Self Help Groups (SHGs) programme in India and initially introduced in 50 selected districts. Later, it was extended to more districts in a phased manner.

The earlier studies on the functioning of SHGs reveal that an in depth analysis of the programmes very essential to find out whether such a programme is contributing for women enlistment economically and socially. There is also a need to identify the loopholes in the scheme for making them operationally successful. The above analysis shows that SHG is an important programme to rural women and it is a boon to the rural women-folk. The



studies in the context of working patterns of SHGs in the tribal areas of Vizianagaram district are very few. On the other side the earlier studies have more gaps and not covered the determinants of productive activities various independents and appropriate statistical tools to analyze the study.

The need for tribal development programmes specifically for the development of tribal women is much imperative in the interior region like Vizianagaram District. Hence an attempt is made in this study to evaluate the SHG programme in G.L. Puram tribal Mandal of Vizianagaram District. This study is based on both primary as well as secondary data sources. The G.L. Puram mandal of Vizianagaram district is selected for the study because it is one of the most tribal concentrated areas in the state. The selected mandal has high poverty, lowest female literacy rate, high birth and infant mortality rates, poor health status and concentrated with much extent of tribal population. Thus the G.L. Puram mandal is a typical case for analyzing the social dynamic operating against the emancipation of tribal women through social mobilization and economic support and self-employment programmes. Secondary data on status of SHG programme in the selected mandal have been collected from annual reports of ITDA, Parvatipuram To select the sample Multi Stage Random Sampling technique is applied in sample selection. From the G.L. Puram mandal two villages Levidi and Gumma are selected. From each village 6 SHGs are selected. From each selected SHG ten member house holds are selected. Totally 12 SHGs from G.L. Puram mandal are selected for evaluating the functioning of SHGs at group levels.

For purpose of studying the impact of SHG on socio economic conditions of the SHG members 10 members from each SHG, a total of 120 households are selected by following the Multi stage, Probability Proportionate Sampling (PPS). Data was ascertained from each selected SHG member with the help of a structured questionnaire by Personal Interview method.

Functioning of selected SHGs :

The center and state Governments have been implementing the SHGs scheme with a sacred objective of alleviating the poverty among downtrodden sections and women section of the society. In this study an attempt has been made to evaluate the performance of (SHGs). More specifically an attempt has been made to study to what extent the scheme is helpful to increase the awareness of the tribal women in the G.L. Puram mandal of Vizianagaram district.

A. SHGs participation in Developmental Activities:

At the outset to assess the functioning of selected SHGs important aspects like participation of SHG members in various developmental activities, the level of, matching/grant/revolving fund drawn and amount fertilization particulars, amount repaid by the SHG members in the study area have been discussed. Along with thrift, the SHGs has been giving priority to health, family welfare, literacy, and social awareness activities like convergence activities as a basic determinant of the families economic development and welfare. These activities also recognized by SHGs of G.L. Puram mandal in Vizianagaram District and the SHG members are playing very



active role in various developmental activities like participation in Mahila Mandal meetings, craft centers, thrift movement, health & family camp, prohibition literacy complain, and Pallebata etc. in the study area.

It is noticed that, a majority of respondents participated in thrift (73.33 percent), family welfare and health campaign and Mahila mandal activities (68.69 percent), Prajapadam, pallebata (45 percent) and literacy aspects (57.78 percent) respectively. Among the two villages SHGs the proportion is relatively higher in Levidi groups ranging from 65 percent in Mahila Mandal and in thrift (100 percent). In the case of Gumma groups the selected SHG members ranging from 23.33 percent in literacy aspects and 73.33 percent in thrift. It is also noticed that, the thrift activities have occupied a good position in all aspects of SHGs. Thrift concepts linked with bank linkage and bank loans. So it may be a reason behind well performance of the SHG members in thrift activities rather than in other activities. As a whole it is observed that, a major number of the respondents has participated in village development activities for the free of cost and they consist of 61.17 percent of the total respondents.

B. SHGs Participation in Different Activities:

The selected SHG members of all the selected two villages participating in different programmes. It can be noticed that, the selected SHG members are participating in the discussion on various developmental aspects to be organized by them. Among the SHG members, majority of respondents discussed about thrift (73.89 percent), followed by family planning and health (60 percent),

participating in the programmes like pallebata to place their problems before the administration (48.89 percent), literacy aspects (43.33 percent) and Mahila Mandal activities (43.33 percent). It is also revealed that the selected SHGs are viable alternatives to achieve the objectives of rural development and to get community participation in all the rural development programmes.

C. Financial Assistance received by selected SHGs from different sources:

SHG is a viable organization set up to disburse micro credit to the rural women for the purpose of making them enterprising women and encouraging them to enter into entrepreneurial activities. The women led SHG have successfully demonstrated how to mobilize and manage thrift, apprise credit needs, maintain linkages with the bank and enforce financial self – discipline. The drawn money by the SHGs may be used for productive and non-productive purposes. In tribal areas the families are very poor and they are unable to reach their daily transactions they needed money for, health, marriages, functions, cloth, education, house repairs, unforeseen distress, deliveries and maintenance of old age people child care etc. These people are depending more on moneylenders. SHGs attacking the situation and releasing money to their own needs taking into consideration the needs of respondents pushed them to draw funds from the financial institutions.

It is observed that the selected SHGs are able to tap Government support. The selected SHGs raised their resources to the tune of Rs. 88.235 as matching grant. But the above grant was kept with the concerned banks in the



form of fixed deposits according to the Government rules. In recent months, by the pressure of SHGs releasing the money basing on the rate of saving and matching grant to income generating activities to eradicate middle men and bogus group formation in field, the authorities made a policy they released matching grant in the name of groups and kept with Banking institutions as the group avail credit linkage with the bank. Total amount of matching grant of SHGs is Rs. 1,20,000 and drawn in 4 times. The drawn amount utilized for productive purposes and little portion of amount is also used to un-productive activities like family maintenance expenditure. The pattern of matching grant drawn during 1st to 4th times is registered as 44.71 per cent, 57.50% 70% and 45.83 percent respectively by unanimous decision of all SHG members. In the case of two villages, the proportion of the amount drawn during the said period, Levidi groups drawn higher compared to the two categories. It is ranging from 75 to 100 percent.. Regarding Gumma groups the percentages indicating a fluctuating trend in the drawn position. The highest amount is drawn in the third time and later it is recorded to 35.50 percent

D. Utilization Patterns:

The concerned Banks have not able to release or accept to draw amount if the saving position of SHGs are not in good position and if they are not able to fulfill the required ratio with matching grant. It is found that Levidi groups are better in saving position in the study area. In addition to the matching grant, SHGs have bank linkage facilities. The concerned branches extended their support to SHGs in the form of credit advance. The three selected villages

SHGs have receive the bank facilities but Levidi village stood in first place in utilizing the amount to income generating productive activities. The utilization pattern of bank finance towards productive and other purposes shows that from the total amount sanctioned to SHGs , only 67.91 per cent of amount is utilized in various income generating productive activities viz; sheep rearing, vegetable cultivation and vegetable vending, jute based products, dairy, petty trade and agarbathi production. The proportion of amount utilized on the above-mentioned productive economic activities is 67.91 percent. Out of which 16.65 percentage of amount utilized on sheep raring, petty trade has occupied 9.56 percent of amount. The remaining amount is utilized for vegetable cultivation and vegetable vending (18.26), Jute based products (16.22%), Agabatti Production (11.28%) and Dairy (4.83%). Among the three village SHG members, large proportion of amount is utilized in Levidi (80.0%) when compared to Gumma..

E. Repayment Position:

Amount repaid by SHG members of bank loans including, Bank linkages, bank micro enterprises credit loan shows that the loan repayment performance of the SHG members out of the total amount taken by the groups is quite satisfactory, As a whole the proportion of amount repaid is 88.83 percent and the remaining 11.17 per cent is recorded as outstanding registered with the institutions. Among the selected villages SHG members, the proportion of amount repaid is cent percent in case of Levidi village groups where as the repayment of Gumma groups is recorded as 87.91 percent. Similarly the amount outstanding is recorded as zero in case of



Levidi groups and 12.09 percent in case of Gumma groups. This situation explains that the proportion of amount outstanding is different from village to village. Low level of incomes, returns, high consumption may be attributed as the reasons behind the poor recoveries of loans in the Gumma village. It is observed from this study that the amount drawn by different SHGs in the selected villages shows that, the SHGs in Gumma village drawn finance from the banks on the name of productive activities and the amount are utilized for consumption purposes. The SHGs in Gumma are spending the loan amounts received by them for consumption purposes. Hence this study suggests the need for providing proper guidance and supervision to all the SHGs in the adoption of productive and income generating activities.

Conclusion:

There are several benefits being bestowed by the different activities under the Self Help Groups programme. According to the study, the women respondents are receiving both the employment opportunities and the income under the scheme in the study villages. Among the villages, the respondents of Levidi are able to get more employment opportunities and incomes as the resources are available at cheaper rate for their activities when compared to other villages. Regarding activities, the vegetable marketing activity, kirana business activity and dairy activity under this scheme are providing more employment opportunities and incomes to the tribal women in the study area. The findings of this study ultimately indicate that micro finance

is playing very vital role in the upbringing of the living conditions of tribal women. The findings of this study ultimately suggests that, In view of fast changing scenario in tribal areas, a vision for self-reliance and urge for development has to be inculcated in tribal societies especially in the women folk. These vital changes can be accomplished by establishing thrift and credit societies. Adult literacy centers, SHGs have to be established in all the interior tribal villages. The local organizations have to be empowered and guided properly in functioning and maintenance by women liaison workers and community coordinators

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Micro Finance System in Andhra Pradesh

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Abstract:

Self -Help is Trust, Belief, and Conviction that the Community, matter how backward, has resources that can be mobilized for meeting individual's local needs and that of the community for making local improvement and bringing about social change. The poverty alleviation programmes of the Government of Andhra Pradesh (GOAP) can be segregated into five categories namely income enhancement programmes and it includes self-employment programmes like IRDP, DWACRA and TRYSUM, wage employment programmes like JRY and EAS, programmes focusing on providing food and nutritional security like PDS and ICDS, programmes providing basic minimum services like housing, sanitation, health, education, income maintenance programmes like pension schemes, maternity benefit scheme and survival benefit scheme, and lastly schemes for natural resource management and lively hoods. Most of the poverty alleviation programmes are designed by the central government and implemented by the state on fund sharing basis. Andhra Pradesh also promotes some of its own like 'Adarna', 'Girl Child Protection', and 'Deepam', 'Velugu'. This paper attempts to they can even approach their relatives and friends to borrow some money to purchase their requirements from the market, or even from the cooperative society.

Key words: SHGs, Community, DWACRA, Cooperative Society.

Introduction

"Self -Help is Trust, Belief, and Conviction that the Community, matter how backward, has resources that can be mobilized for meeting individual's local needs and that of the community for making local improvement and bringing about social change." The establishment of SHGs can be traced to the existence of one of more common problem areas around which the consciousness of the rural poor is built and the process of group formations initiated. The group thus is usually responsive to perceived needs. Such groups have been formed around specific production activities and often they have promoted savings among their members and used the pooled resources to meet the emergent needs of the members of the group which include consumption needs. Something the internal saving generated is

supplemented by the external resources loaned/donated by NGOs prompting the SHGs. Since the SHGs have formally expected to have any "savings" and also to recycle effectively the pooled resources amongst the members, their activates have attracted attention as a supportive mechanism for meeting the credit needs of the poor (NABARD, 2004)

The poverty alleviation programmes of the Government of Andhra Pradesh (GOAP) can be segregated into five categories namely income enhancement programmes and it includes self-employment programmes like IRDP, DWACRA and TRYSUM, wage employment programmes like JRY and EAS, programmes focusing on providing food and nutritional security like PDS and ICDS, programmes providing basic minimum services like housing, sanitation, health, education,



income maintenance programmes like pension schemes, maternity benefit scheme and survival benefit scheme, and lastly schemes for natural resource management and lively hoods. Most of the poverty alleviation programmes are designed by the central government and implemented by the state on fund sharing basis. Andhra Pradesh also promotes some of its own like 'Adarna', 'Girl Child Protection', and 'Deepam', 'Velugu'.

The evolution of the SHG movement in AP can be traced back to the year 1979, with the implementation of the Integrated Rural Development Programme (IRDP). As a sub component of the IRDP, the Government of India (GOI) started the Development of Women and Children in Rural Areas Programme (DWCRA) in 1982 - 83. Under this programme, women living in neighborhood, with similar socioeconomic background formed into SHGs of 25 members each. They collectively took up economic activities according to their skill and resources. The DWCRA groups were provided with a matching grant of Rs15, 000 to be used as a revolving fund in order to undertake economic activities. Besides this, the groups also received training and their products were exhibited in specially created DWCRA bazaars, thus providing them an opportunity to access diverse markets. This programme picked up momentum and DWCRA groups all over the state were strengthened in the late 1980s and the early 90s.

Objectives of SHGs

- To provide a cost effective credit delivery system
- To provide a forum for collective learning

- To provide genuine democratic culture
- To broaden the pattern of asset provision

Formation of Self-Help Groups

Membership of SHGs

A Self-Help Group has a small and manageable membership of not less than 10 persons and not more than 20 belonging to the same village. The members should preferably be from the lower-income group. Members have the freedom to join the group and leave it whenever they like after settling their accounts. No member is forced to join the group. Smooth and efficient functioning of SHGs depends on mutual trust, cooperation and social pressures of members. There can be 'men only' and 'women only' groups. In some cases, depending upon the interest of individuals there can be 'mixed groups'. Entry of members, resignations and withdrawals are considered by the entire group.

There are three stages in SHG evolution:

- i) Group formation
- ii) Capital formation through revolving fund and skill development
- iii) Income generating activities

Group Formation: Group formation is not a spontaneous process. External agencies, individuals working with communities can act as a facilitator in the formation of groups and its development. Self Help Promoting Institutions (SHPI) plays a vital role in the initial stages of group formation. The external facilitators are generally Non-Governmental Organizations, social workers, village level workers, informal associations of local people, community based organizations, government departments, banks, farmer clubs etc.



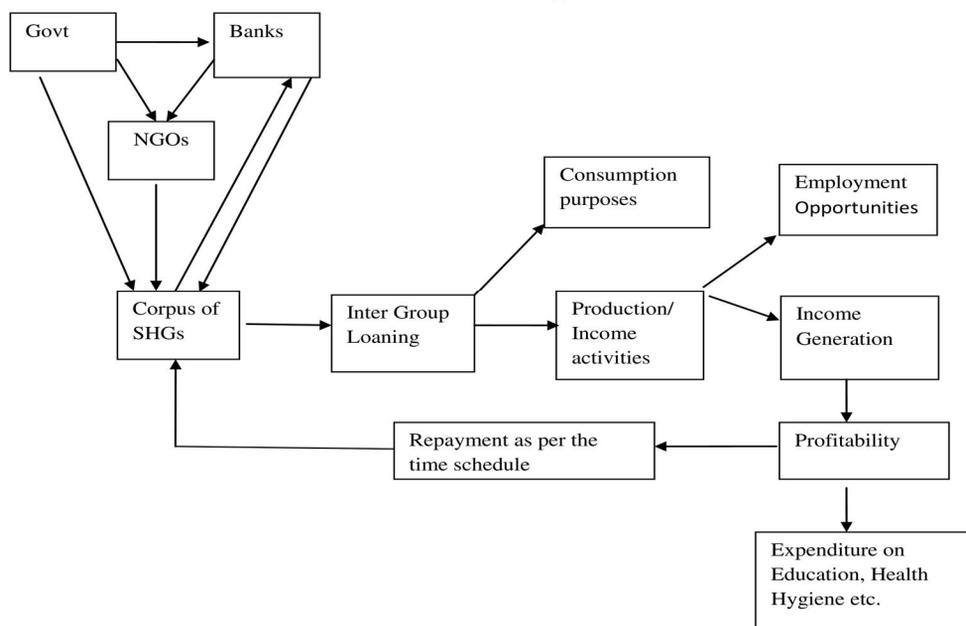
They interact with the poor families especially women to identify the small homogenous groups. The members regularly meet on a fixed time and date to collect savings from members under the supervision of SHPIs. Thus, SHGs will inculcate the habit of thrift and credit among the members, who generally belong to the families of BPL.

Capital Formation through Revolving Fund and Skill Development: SHGs are taught simple principles of accounting and facilitated to receive external funds in multiples of their savings. SHPIs, bankers or donors are the sources of funding for SHGs. The corpus consists of own savings and other external funds (revolving funds, grants, loans). Small loans from corpus fund are given to needy

members. The loans are given to members on a participatory method during the regular meeting etc. The loans have a definite repayment schedule, which is usually of short duration. The funds thus are rotated among themselves. The groups shall have a bank account to deposit the savings, revolving fund etc. The group shall maintain certain basic records as well.

- **Income Generating Activities (IGA):** SHG members take up different income generating activities. SHPIs play an important role in taking up the suitable IGAs by the members based on the skills.

ROLE OF GROUP CORPUS



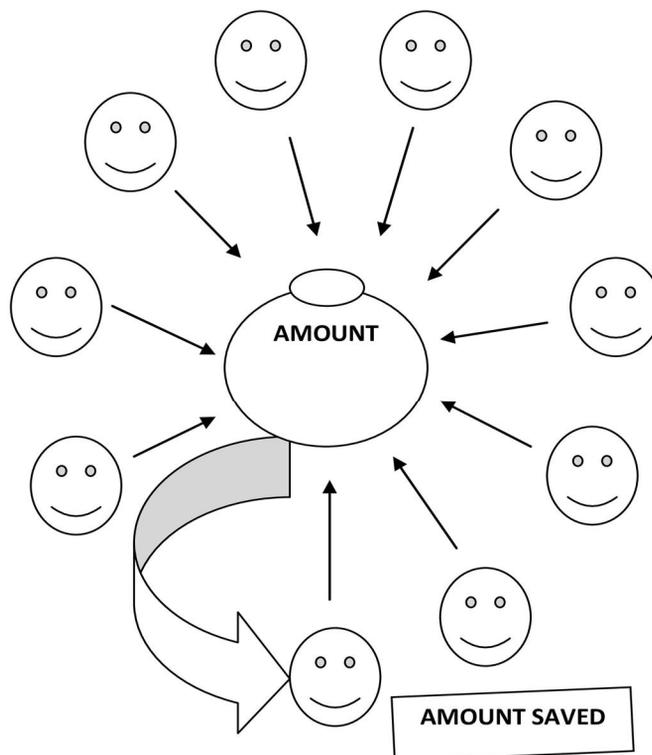


SHG SCOPE EXPANSION¹



¹ Vijay Pavan, Pragathi: Technology based system to support women Self-Help Groups of Andhra Pradesh, India, 2010 National Forum on Mobile Applications for Inclusive Growth & Sustainable Development, Tuesday, April 20,

Self-Help Groups with banking



Source: A banking with the poor- A hand Book on Self Help Groups, NABARD

SHG-Bank Linkage Programme in Andhra Pradesh

Self Help Movement through: savings has been taken up as a mass movement by women. There are about 8.50 lakh women SHGs in Andhra Pradesh covering nearly 111.81 lakh rural poor women. The SHGs are not only resorting but are also taking small loans out of the corpus available with the group. An amount of Rs. 4025.55 crores is mobilized as corpus among these groups and the savings of these SHGs have an accumulated Savings Rs. 1962.50 as on February 2009. The state government has taken several initiatives to extend financial support to these groups which are mentioned here under.

Some of the Salient features of SHG bank linkage program are:

1. The group should have been in active existence for minimum six months.
2. The group should have successfully undertaken savings and credit operation from its own resources.
3. Evidence of democratic setup in the group where members have a say in all matters.
4. The group should be maintaining proper accounts / records.



5. The banker should be convinced that the group has not come into existence only for the sake of participation in the project and availing benefits. There should be a genuine need to help each other and work together among the members.

6. The SHG members should preferably have homogeneous back ground And interest.

7. Any interested NGO or the Self Help Promoting Institutions (SHPI) Concerned should help the SHG by way of training and other support for skill up gradation and proper functioning

8. To generate livelihood for poor women.

Linking banks with SHGs : was initiated in Andhra Pradesh in 1992-93 with the linkage of 8 SHGs with SBI, Vysya bank and Sri Anantha Grameena Bank. Due to constant efforts by the government, the program has gathered momentum only since 1997. All nationalized banks, RRBs and district Co-operative banks were involved in the program. In Andhra Pradesh, 7 models of delivering credit to rural poor through

SHG system exist which are:

1. Financing SHGs directly by banks without any intervention / facilitation of Any SHPI

2. Financing SHGs directly by banks with intervention / facilitation of Non Governmental Organizations.

3. Financing SHGs directly by banks with intervention / facilitation of Governmental Agencies

4. Financing SHGs directly by banks with intervention / facilitation of bank Staff

5. Financing SHGs with financial intervention of nongovernmental organizations

6. Financing SHGs with financial intermediation of NGOs/ SHG cluster associations

7. Financing SHGs with financial intermediation of NGOs/Mutually Aided Cooperative Societies.

8. To generate livelihood for poor women.

Loan Amount: Under the program banks / financial institutions are giving minimum loan amount equal to 2 times the savings of the group to the maximum of 6 times to the savings depending on the assessment of the SHG by the bank / financial institutions. Greater the degree of confidence of bank on the SHG, greater could be the proportion of loan. The activities or purposes and size of loans which the group proposes to lend should be left to the common wisdom of the group.

Interest Rates: The rate of interest will be decided by the banks / financial institutions which finance SHGs under SHG – Bank Linkage program within the scope of RBI Directives. The Nationalized banks, Regional Rural Banks & Cooperative Banks are coming forward to issue loans to SHGs with lower rate of interest under the program as follows:

1. Andhra Bank - 8% (Irrespective of loan amount)

2. State Bank of Hyderabad - 8%

3. State Bank of India 8.75% up to Rs 2.00 lakhs and

9.5% above - 2.00 lakhs

4. Syndicate Bank -10.5%

5. Indian Bank -10 %

6. Andhra Pragathi Grameena Bank -10 %

7. Deccan Grameena Bank- **10 %**

8. Chaitanya Godavari Grameena Bank - 10 %

9. Andhra Pradesh Grameena Vikasa Bank, -10 %

10. Saptagiri Grameena Bank, -10 %

Repayment period:

The repayment period for the loans extended by SHG will be determined by the group. However, the banks could give



a longer repayment period for the loans extended by them to SHGs for allowing rolling over of funds by the groups leading to greater internal capitalization of their fund base. In other words, the SHGs should be able to carry out activities without having any depletion of their resources built up with own funds. In addition, the women SHGs are encouraged to come together as Cooperative Societies at the village level and Mandal level by federating them under Mutually Aided Cooperative Societies Act 1995. Nearly 350 societies have been formed so far. These societies will be accessing credit from financial institutions, donor agencies, DRDAs and Voluntary organizations and help the members of women SHGs in availing bigger loans for economic activities and also help in collective bargaining in marketing of products, purchasing raw material etc., and these societies are popularly known as "Mahila Banks". These societies have a share capital of Rs. 5.80 crores and total corpus of Rs.17.77 crores. These societies charge interest of 12-18 % per annum for giving loans, with the recovery rate around 98%.

Progress in bulk lending programme in Andhra Pradesh:

Besides promoting linkage of SHGs with banks, NABARD has also extended bulk lending assistance to six voluntary agencies in Andhra Pradesh for on-lending to SHGs and individuals, in areas where SHGs could not be formed or even where formed, banks are reluctant to finance them. Needless to add the bulk lending is extended only in exceptional cases. Here again, four different routes

for financing rural poor have evolved over the year:

1. Bulk lending by NABARD to NGOs for on-lending to SHGs.
2. Bulk lending by NABARD to NGOs for on-lending to SHGs through a Women's Cooperative Society.
3. Bulk lending by NABARD to NGOs for on-lending to SHGs through mutually Aided Cooperative Society.
4. Bulk lending by NABARD to NGOs for replication of Bangladesh Grameena Bank Experiment.

Progress of SHG-bank linkage in Andhra Pradesh:

The salient features of SHG-Bank linkage programmes have been elucidated in NABARD's circular letter no. NB. DPD. FS>4631/92-A/91-92 dated February 26, 1992. The circular is quite comprehensive in so far as it covers almost every aspect of SHG financing like location of project, assessment of group – its size, composition on, methods of operation, etc; credit assessment and delivery; credit monitoring and supervision; do's and don'ts etc. The beginning for linking banks with the linkage of 8 self Help Groups promoted by MYRADA with Vysya Bank, State Bank of India and Sri Ananta Grameena Bank. Later, the charitable Organisation (YCO), Elamanchali with Canara Bank and Bank of Baroda. Over the years, an amount of Rs 5.57 crores has been disturbed by 12 Commercial Banks and 12 RRBs to nearly 2145 Self Help Groups in Partnership with 23 NGOs in Andhra Pradesh.



Table .1 SHGS Bank Linkages 2011-12 Progresses in Andhra Pradesh
 (Rs. In lakhs)

S.No.	District	Total Linkages (Rs. In crores)	
		Targets	Achievements (Rs. In crores)
1.	Srikakulam	343.36	331.04
2.	Vizianagram	263.57	284.39
3.	Visakhapatnam	605.57	295.39
4.	East Godavari	422.48	566.29
5.	West Godavari	316.12	450.62
6.	Krishna	428.71	481.52
7.	Guntur	408.92	383.77
8.	Prakasam	231.04	402.60
9.	Nellore	544.91	271.49
10.	Chittoor	247.38	626.54
11.	Cuddapah	360.16	313.51
12.	Ananthpur	360.16	485.05
13.	kurnool	474.39	313.41
14.	Mahaboobnagar	527.83	256.91
15.	Raga reddy	213.27	283.60
16.	Medak	269.15	340.34
17.	Nizamabad	176.16	246.55
18.	Adilabad	275.66	197.61
19.	Karimnagar	263.16	349.57
20.	Warangal	392.68	317.54
21.	Khamam	422.79	340.64
22.	Nalgonda	269.15	336.46
	Total	7697.89	7874.84

Source: <http://www.apfinance.gov.in/html/loans-if-new-12-06-12.pdf>

Analysis:

District wise analysis: The overall performance in the implementation of SHGs bank linkage considered is satisfactory.

Action plan suggested:

1. The chief executive officer, Society for Elimination Rural poverty (SERP) is requested to initiate necessary steps to ensure coverage of groups under POP separate data is not available on this breakup.

2. They should also analyze the overdue position district - wise to arrest the trend of increasing default. The position should be reconciled with bank as they report a high percentage of default. Benefits of 'Zone Vaddi' loan introduced from Jan-2012 may be explained to the Groups/ members.

3. District Collectors are requested to review the progress constantly , to achieve the 100% target, and also assist banks in recoveries. This is necessary since the role of MFIs has been



minimized in the state and banks are actively participating in SHG

District Managers to expedite achieving the targets for the year 2012-13.

4. The Convener, SLBC, A.P is requested to issue necessary instruction to the Lead

Table .2 year wise progress SHG Bank Linkages from 2004-05 to March 2011-12

Year	Coverage of Groups	Amount of Loan (Rs. Crores)	No. of Branches	Per Group Finance (Rs.)	Per Group Finance (Rs.)
2004-05	261254	1017.7	3,853	38,954	68
2005-06	288711	2001.4	3,853	69,322	75
2006-07	366489	3063.87	3950	83,601	93
2007-08	431515	5882.79	4000	136329	108
2008-09	4,83,601	6684.07	4150	1,37,498	118
2009-10	4,13,625	6501.35	4274	1,57,180	97
2010-11	3,89,444	7092.71	4286	1,82,123	91
2011 -12	3,52,485	8084 .16	43 24	2,29 ,347	8 2

Source: Indira Kranthi Patham, Society for Elimination of Rural Poverty, Progress Report

Table 2 presents the year wise progress SHG Bank Linkages from 2004-05 to March 2011-12. During this financial year up to July 2012, Rs1860.36 crores of bank loans are given to 73,650 SHGs under Bank linkages programme. Under Pavala Vaddi Incentive Rs.895.37 Crores is given to 19,83,319 SHG groups during 2011-12, thus totaling to Rs.1967.42 Crores since inception of the scheme. To access the credit facility from project side

an amount of Rs.1088.07 crores is given to 29,98,906 beneficiaries as Community Investment Fund. Under Stthree Nidhi, up to end of July 2012, Rs. 167.84 Crores were disbursed to 1,28,505 members of 37,388 SHGs in 9,718 VO's in 870 mandals. The Government of AP has announced an improved incentive scheme for the SHGs repaying installment promptly from the present Pavala vaddi to 0% interest (Vaddi Leni Runalu) with effective from 1.1.2012. All SHGs who have taken bank loans are eligible for Vaddi leni Runalu.

Table .3 Growth of SHGs Bank Linkage Programme during 2001 to 2011 in Visakhapatnam ` District

(Rs. In lakhs)

years	No. Of SHGs	Amount sanctioned to the SHGs members(Rs.)	Growth over Previous year (%)
2001-2002	5201	1168.06	11.94
2002-2003	7121	2315.26	98.21
2003-2004	13357	1768.29	-23.62
2004-2005	11860	6573.84	271.76
2005-2006	12710	10975.73	66.96
2006-2007	2340	1905.48	-82.63



2007-2008	9260	13131.10	589.12
2008-2009	17385	29168.50	122.13
2009-2010	15476	26364.57	-9.61
2010-2011	5688	9443.50	-64.18
Total	1,00,398	1,02,814.32	

Source: Visakhapatnam DRDA
 The table 3 shows the growth of SHGs Bank Linkage Programme from 2001-2011 in Visakhapatnam District. In the year 2008-2009 the amount sanctioned as bank loans to 17385 SHGs members was 29168.50 lakhs of the total amount given as bank loans for the period . The bank loans sanctioned to the various SHGs operating in the district was at its lowest in the year 2001-02 where Rs.

1168.06 lakhs were sanctioned to 5201 SHG members
 Growth rate of loan amount sanctioned for the period from 2001-2002 to 2010-11 varied from -82.63 to 589.12. The growth rate for the total amount sanctioned was at its highest in the year 2007-08 with 589.12, followed by 271.76 per cent in the year 2004-05. The lowest growth rate was in the year 2006-2007 with -82.63 per cent.

Table 4 Growth of SHGs Bank Linkage Programme from 2001 to 2011, in Paravada Mandal

(Rs. In lakhs)

years	No. Of SHGs	Amount sanctioned to the SHGs members(Rs.)	Growth over Previous year (%)
2001-2002	148	25.70	39.14
2002-2003	274	92.58	260.23
2003-2004	402	66.97	-27.66
2004-2005	475	286.86	328.34
2005-2006	479	498.81	73.88
2006-2007	49	36.50	-92.68
2007-2008	282	403.50	1005.47
2008-2009	395	905.57	124.42
2009-2010	398	762.84	-15.76
2010-2011	135	329.45	-56.81
Total	3037	3408.78	

Source: Visakhapatnam DRDA
 Table 4 presents growth of SHGs Bank Linkage Programme 2001-2011, in Paravada Mandal. In the year 2008-2009 the amount sanctioned as bank loans to 395 SHGs was 905.57 lakhs of the total amount given as bank loans for the period. The bank loans sanctioned to the various SHGs operating in the Mandal was at its lowest in the year 2001-02

where Rs. 25.70 lakhs were sanctioned to 148 SHG members
 Growth rate of loan amount sanctioned for the period 2001-2002 to 2010-11 varied from -15.76 to 1005.47. The growth rate for the total amount sanctioned was at its highest in the year 2007-08 with 1005.47, followed by 328.34 per cent in the year 2004-05. The lowest



growth rate was in the year 2006-2010 with -15.76 per cent.

Pavala Vaddi Scheme (Interest Subsidy)

The Government of Andhra Pradesh introduced Pavalavaddi Scheme (Interest Subsidy) during the year 2004-05 with an objective to provide interest subsidy on the Bank loans taken by the Self Help Groups in Andhra Pradesh to reduce the financial burden on them. The Scheme is applicable to all loans extended by banks on or after 01.07.2004, under SHG Bank Linkage Programme

Process :

1. The DRDA will obtain the details of SHG repayment for the purpose of interest subsidy twice a year through the Mandal Samakhya.

2. DRDA will calculate the Pavala Vaddi to be given to each SHG basing on the bank statement. The DRDA will give the Pavala Vaddi Cheques to the Mandal Samakhya along with the statement of particulars accruing to each SHG.

3. The Mandal Samakhya in turn will distribute the cheques to the SHGs through the Village Organisations in the Presence of non-officials.

Tab growth of pavala vaddi in Visakhapatnam District from 2004- 2005 to 2009-2010. In the year 2005-2006 the amount sanctioned to 29720 SHGs was 1145.10 lakhs of the total amount given as pavala vaddi for the period. The pavala vaddi loans sanctioned to the various SHGs operating in the district was at its lowest in the year 2004-05 where Rs. 69.13 lakhs were sanctioned to 7380 SHG members

Growth rate of loan amount sanctioned for the period 2004- 2005 to 2009-2010 varied from -2.12 to 243.82. The growth rate for the total amount sanctioned was at its highest in the year 2008-09 with 243.82, followed by 199.47 per cent in the year 2005-06. The lowest growth rate was in the year 2009-10 with -2.12 per cent.

Table 5 Growth of pavala vaddi in Paravada Mandal during 2004- 2005 to 2009-2010 (Rs. In lakhs)

Years	No. of SHGs	Amount sanctioned to the SHGs members(Rs.)	Growth over Previous year (%)
2004-2005	329	3.09	-
2005-2006	603	10.77	248.54
2006-2007	652	6.29	-41.59
2007-2008	652	22.19	252.78
2008-2009	714	53.68	141.91
2009-2010	568	56.03	4.37
Total	3518	152.05	

Source: Visakhapatnam DRDA

Table 5 shows growth of pavala vaddi in Paravada Mandal 2004- 2005 to 2009-

2010 .In the year 2009-2010 the amount sanctioned to 568 SHGs was 56.03 lakhs of the total given as pavala vaddi for the



period. The bank loans sanctioned to the various SHGs operating in the mandal was at its lowest in the year 2004-05 where Rs. 3.09 lakhs were sanctioned to 329 SHG members.

Growth rate of loan amount sanctioned for the period 2004- 2005 to 2009-2010 varied from -41.59 to 252.78. The growth rate for the total amount sanctioned was at its highest in the year 2007-08 with 252.78, followed by 248.54 per cent in the year 2005-06. The lowest growth rate was in the year 2006-07 with -41.59 per cent.

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A Study on the impact of Co-Curricular Activities in Teaching of Biological Sciences at Secondary Level in East Godavari District

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Abstract:

In order to investigate the impact of co-curricular activities in teaching of biological science at secondary level, it is proposed to study the problem with the title "A study on the impact of co-curricular activities in teaching of biological sciences at secondary level – in East Godavari district" with special reference to have close look of, how far the co-curricular activities in teaching biological science lessons influence on the performances of teachers as well as, students in the secondary level school of the selected district. Most of the teachers said that they are encouraging the students to study the advantages of plants and animals which adjusted in the local area and felt use of slides in teaching biology help the students to understand the concepts of biological sciences. More than eighty percent of the teachers opined that exhibiting the information of biology in bulletin boards help the students to understand and analyse the information. Around eighty five percent of the teachers from the study have expressed that the existing environmental education in biology syllabus helps in using the surrounding environment and that helping the students in preparing herbariums by using different various medicinal leaves.

Key Words: empirical observations, formal education,

Introduction:

Science education being an important component of the educational system should contribute for the solution of the problems of the country by developing desirable understandings, skills, abilities and attitudes among everyone. The greatest challenge is to humanize science that is to make it relevant to human needs and aspirations. Science is a cumulative and endless series of empirical observations, which result in the formation of concepts and theories, with both concepts and theories being subject to modification in the light of further empirical observations. Science is both a body of knowledge and the process of acquiring it. The progress of science is marked not only an accumulation of fact,

but also by the emergence of scientific method and of the scientific attitude.

Hence, the introduction of science as a discipline at the secondary level is to further strengthen without emphasis on formal education. The concepts, principles and laws of science may appear in the curriculum appropriately but stress should be on comprehension and not on mere formal definitions. The organization of science content around different themes, as being practiced seems appropriate at the secondary stage, but the curricular load needs to be substantially reduced to make room for the additional elements of design and technology, and other co-curricular and extracurricular activities.



A co-curricular activity may be defined in this investigation as an item of work done by the teachers or the pupils out-side the classroom to promote certain skills in biological sciences in the pupils. The activities which are helpful to learn the curricular activities outside the classroom activities are called co-curricular activities.

Need and significance of the study:

Most of the earlier studies have not concentrated on the impact of co-curricular activities in teaching of biological science subject at secondary level. Hence the present study focuses its attention on this area. The present study undertakes with quantitative and qualitative dimensions in appraising the opinion of the secondary school biological science teachers towards the impact of co-curricular activities in teaching on the students. Hence, in order to investigate the impact of co-curricular activities in teaching of biological science at secondary level, it is proposed to study the problem with the title "A study on the impact of co-curricular activities in teaching of biological sciences at secondary level – in East Godavari district" with special reference to have close look of, how far the co-curricular activities in teaching biological science lessons influence on the performances of teachers as well as, students in the secondary level school of the selected district.

Objectives of the study:

1. To create awareness among biological science teachers and Head masters of secondary schools about the importance of

co-curricular activities.

2. To know the existing situation in biological science teaching regarding the co-curricular activities in the secondary schools.
3. To elicit the opinions of Head master's and concerned teachers about the measures for providing better and improvised on co-curricular activities.
4. To explore, investigate and analyse data that might reveal secondary school biological science teacher opinion about co-curricular activities.
5. To examine the relationship of participation in co-curricular activities with academic achievement in schools.
6. To find out the co-curricular activities adapted in teaching of biological sciences in accordance with the syllabus.
7. To investigate the attitudes of teachers towards co-curricular activities in biological science teaching at secondary schools.
8. To know how to improve the ability and knowledge of teachers while participating in the co-curricular activities in secondary schools.
9. To evaluate the impact of co-curricular activities in teaching of biological sciences at secondary schools in East Godavari district.
10. To ascertain the factors from teachers regarding the impact of co-curricular activities in teaching of biological sciences at secondary schools in the selected area.



Hypotheses:

1. There is no significant difference between male and female teachers towards the impact of co-curricular activities in teaching biological sciences in all six areas (Science Clubs, Science Exhibitions, Field trips, Radio, Television and Debates) in secondary schools in East Godavari district.
2. There is no significant difference between rural and urban teachers towards the impact of co-curricular activities in teaching biological science in secondary schools in all six areas (Sciences Clubs, Science Exhibitions, Field trips, Radio, Television and Debates) in secondary schools in East Godavari district.
3. There is no significant difference between Graduate and Post-Graduate teachers towards the impact of co-curricular activities in teaching biological sciences in secondary schools in all six areas (Science Clubs, science Exhibitions, Field trips, Radio, Television and Debates) in secondary schools in East Godavari district.
4. There is no significant difference between teachers having B.Ed., and M.Ed., professional qualifications towards the impact of co-curricular activities in teaching biological sciences in secondary schools in all six areas (Sciences Clubs, Science Exhibitions, Field trips, Radio, Television and Dabates) in secondary schools in East Godavari district.
5. There is no significant difference among different management school teachers towards the impact of co-curricular activities in teaching biological sciences in secondary schools in all six areas (Science Clubs, Science Exhibition, Field trips, Radio, Television and Debates) in secondary schools in East Godavari district.

Limitations of the Study:

The present study is aimed to investigate the impact of co-curricular activities in teaching of biological sciences in secondary schools. The study is confined to only biological sciences teachers in East Godavari district of Andhra Pradesh.

Methodology:

The study aimed at knowing the opinions of teachers on the impact of co-curricular activities in biological science teaching at secondary level. The method of investigation is Survey Method. Therefore, the investigator collected the views from teachers who are currently working in secondary schools of the study area, and teaching biological science subject in the selected schools. The nature of the study required personal participation of the researcher for collecting the required information in the selected schools, from different categories of teachers. A survey method of research after careful consideration, is chosen to study the problem. Therefore, the sample was collected from 418 biological science teaching teachers working in six mandals of East Godavari district. Among these six mandals three are from rural



and three are from urban areas. Enlighten of the above, Head Masters, Secondary Grade Teachers and School Assistant from sample of secondary schools who are related to the current study. The teachers were identified and the required sample was drawn using a stratified random selection.

The analysis of data was carried out using statistical packages and with the help of co-efficient values from the calculations in order to determine inherent facts or meanings. From the table analyses the following findings were derived.

Major findings of the study:

1. Most of the teachers said that they are encouraging the students to study the advantages of plants and animals which adjusted in the local area and felt use of slides in teaching biology help the students to understand the concepts of biological sciences.
2. More than eighty percent of the teachers opined that exhibiting the information of biology in bulletin boards help the students to understand and analyse the information.
3. Around eighty five percent of the teachers from the study have expressed that the existing environmental education in biology syllabus helps in using the surrounding environment and that helping the students in preparing herbariums by using different various medicinal leaves.
4. More than eighty percent of the teachers agreed that conducting science exhibitions and symposium at school level to help the students to develop their scientific awareness and scientific attitude towards biological sciences.
5. Majority group of respondents agreed that the students are having awareness in identifying the species and genera of various plants and animals surrounded by and most of the teachers felt if students' visit near by nurseries they will observe the development of new seedlings.
6. More than fifty percent of the respondents opined the social awareness may not be developed in students unless the school management should organize science clubs.
7. A major group of respondents felt that students are allowed to conduct group discussions with the other students of school to explore their talent and the students should visit the pollution control board to know how to control the pollution.
8. Around seventy percent of the respondents agreed that understanding the diseases of plants and animals helping the students to understand the diseases in human beings.
9. A predominant group of teachers felt unless the students are having work experience, they cannot participate in social awareness programmes.
10. More than eighty percent of the respondents agreed that visiting the nurseries by the students will help them to know about the plants grafting at their home.



11. Around sixty percent of the teachers from the study felt that due to lack of environmental awareness the students are not planting various plants at their home.
12. Less than fifty percent of the respondents felt that students are wasting their time in conducting the seminars of biological sciences, whereas, majority of the teachers opined that conducting of biological science clubs at school level will help the students to motivate them towards higher studies.
13. Around seventy percent of the respondents felt that the critical thinking and conversation capacity on the related matter of the students can be developed by conducting the biological science clubs at school level.
14. Most of the teachers opined field trips will encourage the students to know the biological science issues and concepts directly and they will also increase the interest in subject matter. Further, the field trips help the students to develop the friendliness.
15. A significant number of respondents agreed that using the television in biological science teaching help the students to increase the scientific knowledge, develop interest in the related subjects and help to acquire direct experiences.
16. Majority group of the teacher respondents opined that student will try to stop the global warming if the science fairs organized at school level.
17. A dominated group of respondents agreed that the students not only develop their creative thinking on environment but also enjoy the program if the science fairs organized at school level.
18. Majority of the teachers were agreed that active participation of students in technological fair will be possible with the science fairs organized on educational technology at school level.
19. A predominant group of teachers felt that the students will get awareness on sanitation and HIV/AIDS and its control by conducting the rally programmes at school level.
20. Majority group of respondents in the present study agreed that conducting the rally programmes at school level will help the students in getting the awareness on health, hygiene and regular medical checkup (eye,nose,ear,teeth and skin) etc,.

Conclusion:

Giving a greater place in education to the co-curriculum means that many more clubs and activities will have to be organised for students. This will be very expensive as it will require more staff and more resources to be paid for. This explains why most schools that currently offer a large co-curriculum are well-funded fee-paying institutions. Most ordinary schools, dependent on state-funding, will never be able to match this spending and could not aim to offer an ambitious co-curriculum. If they try, it will be at the expense of more important academic activities.



Many towns today do not have a strong civic society, and in more rural areas there may be no groups at all for young people to join outside school. If schools and colleges do not provide opportunities for youngsters to broaden their experiences, then students will not get them at all. Boosting the place of the co-curriculum in schools is one way of addressing this weakness in modern society, as it will equip young people with the civic spirit, initiative and organising skills to set up their own clubs, teams and activity groups when they leave education. Finally, a successful co-curriculum often depends on building links between the school and the wider community, bringing local enthusiasts in to work with students, and sending students out to work on community projects, help in primary schools, perform for local audiences, etc.

Recommendations of the study:

1. The Government/ management of schools should be established the science museum in every school it will help the students to acquire more knowledge.
2. Every student should be motivated by class teacher to using the library to know the latest information among the related subjects.
3. Provision should be given in secondary schools to conduct the quiz and debate programmes for the student's benefit towards scientific attitudes.
4. There is a lot of need to organize the science clubs and seminars science, and conduct the exhibition at secondary school level to help the students to develop their scientific awareness.

5. Electronic media like Television, Internet should be provided in secondary schools it will help the students to enrich their scientific interests and knowledge in the related subjects.
6. Rally programmes should be conducted at school level once in a year, because of that students will get awareness on use of plastic, plantation of trees and they know how to control the pollution.

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Blood donation by LGBT people: a distant dream and controversial issue

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Abstract:

A society that aspires to respect human rights cannot disrespect people for sexual orientation. Nothing has been as tragic in its impact on sexual minorities as AIDS, homophobia and racism. In a vastly unequal society prejudice against gays, lesbians, bisexual and transgender is still rife. However in less than twenty years society has seen many changes around the world and for sexual minorities across the globe though social revolution has taken place yet bullying and stigma still continues and though equality has become more of a reality but the cause of equality still has many barriers to break because men having sex with men face serious anachronistic obstacles in donating blood with outdated illogical and unequal rules for blood donation. So the rule of blood donation needs to be changed to reflect modern medical science safety for donors and recipients for transfusions. The rules must be respected but fairness and equality need to be considered too in the context of blood wars. The present topic maps the unfolding of blood donation by sexual minorities around the world and controversy surrounding it.

Key Words: Gay, Lesbian, Bisexual, Transgender, Homophobia, Racism.

Introduction:

Donating blood is an act of charity and a philanthropic act whose impact is immeasurable. Indians are by nature charitable but when blood donation is concerned it has yet to catch the fancy of a common man. Health care industry in India is booming in a rapid manner while corporates are making the country the best destination for medical tourism. Government is also promising lot about the role of technology being introduced into healthcare sectors but the simple thing of blood transfusion still lacks proper watch and standards to be established and followed around the country. The world health organization (WHO) has given recommendations for donation policies but in developing countries many of these are not followed. Sexual minorities in India and even

abroad find the task difficult. Historically men having sex with men are excluded on race, religion, ethnicity and sexual orientation and gender identity. They are banned from donating blood because screening includes testing for disease that can be transmitted by blood transfusion in HIV AIDS, viral hepatitis. LGBT individuals as donors have to answer questions about medical history and take a short medical examination to make sure the donation is not hazardous to anybody's health and this is the area where LGBT individuals are discarded.

Importance of blood donation and the controversy of LGBT donating it:

Blood donation is one of the significant contribution that a person can make towards a society. It is human duty, the body can repair the loss within few days and it can make sure the return of a



dying man again into light of life. Blood is a liquid of life for each and every life from in planet. Every twenty four hours the human heart pumps 36,000 liters of blood over a distance of 20,000 Km through with each beat. An ailing body needs blood for various reasons. There are four groups of blood, group A, B, AB and O. the required groups must be same while transplanting otherwise the transplantation would go in vain and the person may die. A man with "O" group blood is called universal donor as the people having others can accept it. On the contrary the man with "AB" group of blood is called universal receiver as he can accept all groups of blood.

Men who have sex with men blood donor controversy:

A classification of men who engage in sex with other men regardless of whether they identify themselves as bisexuals, gay or otherwise are restricted to donate blood. Restrictions on donors are called "deferrals". Many deferrals are indefinite that means donors who are found ineligible may not be accepted at any point of time in future. The restrictions vary from contrary to country and in many cases men are deferred even though they always have protected sex or have had no sex with men for many years opponents of the deferrals have argued that these policies are not supported by medical science. Many LGBT organizations view the restrictions on donations is based on homophobia and not based on medical concern since donations are rigorously tested to rule out donors that are infected with known virus, such as hepatitis B and hepatitis C. they presume the deferrals are stereotypes. Proponents of lifetime restrictions defend it because of the risk of false negative test results and MSM in developed countries tends to have a

relative high prevalence of HIV/AIDS infections.

Blood donation controversy by LGBT persons in India:

In India the right of LGBT persons to donate blood is pathetic because the issue is complicated by allegations of discriminatory behavior. In India we have the decentralized system of blood transfusion with different standards of service and quality in every state and periphery. There are four types of blood bank centers 1.Public sector, 2.Redcross society, 3.Non-governmental organizations and 4. Corporate commercial sectors. Even blood banks these days are running short of required blood centers but clubs, colleges, societies and offices etc have also played significant role in these regard but almost all of them have followed the eligibility criteria.

Eligibility Criteria

1. The age of the donor should be between 18 to 20 years.
2. Minimum hemoglobin count should be 12.5 gm.
3. The pulse rate should be between 50 & 10 per minute without any irregularities.
4. Blood pressure should be diastolic 50-100 mm mercury and systolic 100-180 mm mercury.
5. The body temperature should be normal and oral temperature should not exceeds 37.5^o Celsius.
6. The person should weigh 45 kg or above.

Criteria for Non-eligibility:



1. A person is disqualified to donate blood if he or she is HIV positive.
2. If undergone any dental work or taken aspirin within last 72 hours.
3. If one has undergone any immunization within past one month.
4. If one have donated blood or have been treated for malaria within the last 3 months.
5. If a person have undergone any treatment for rabies or receive Hepatitis B immuno globulin within past one year.

So in India gay men, bisexual men and transgender are permanently banned because they run the risk of having sexual transmitted diseases like AIDS. Only lesbians and bisexual women are banned for one year but critics believe these policies are not supported by medical science. LGBT people in India face many legal and social difficulties not experienced by non-LGBT person. Since sexual activity between people of same gender is illegal. In many parts of the world including India blood donations bans apply to gay men but transmen and transwomen also suffer under these kinds of bans with the added stigma of having their gender questioned and ignored.

However very recently forty transgender donated blood to Rajib Gandhi Government Hospital blood bank as part of international transgender day celebration. Rambha a 28 year old transgender of Chennai was one of the donors of blood donation camp organized by women and children hospital on an occasion of women's equality day.

Numerous members from third gender community are willing to become blood donors and break free stereotypes and social stigma associated with them but find the donating process very hard to face.

Blood donation controversy by LGBT people in USA:

The right of LGBT persons to donate blood in United States is a controvertial and debatable issue because life ban is still in effect which is a stupid prejudice against all laws and bylaws. LGBT donors in US face a indefinite permanent deferral as proponents of life ban perceive that men having sex with men in America have high prevalence of HIV/AIDS, Syphilis and Hepatitis B & C. The federal government in US is considering its lifetime ban and letting gay men donate that blood, but the center for diseases and control (CDC) reported that in 48 out of 50 states men having sex with men represent majority of HIV/AIDS sufferers. The American Association of blood Banks (AABB) and American red cross centers have publicly supported for changing its policy to one year deferral for MSM. Many critics believe that the policy of blood donation is homophobic and not supported by medical guidelines gay men, bisexual men and transgenders are eliminated from blood donor's pool. Only bisexual women and lesbians have one year deferral since last exposure.

The food and drug Administration (FDA) has no bans on lesbian but the procedure for blood donation is complicated. The 33 year policy ban is still in force from 1983 which is in stark contrast to recent advancement in gay rights and could be open to legal challenge given the fact the US Supreme Court has struck down defence of marriage act in 2013.



In US the current guidance from US food and drug administration (FDA) is to defer any male donor who has had sex with another man (MSM) in the past year. This has been since December 2015. Female sexual partners of (MSM) are deferred for one year since last exposure. This is the same policy used for any sexual partner of someone is high risk group. The policy was put in place in 1983 by FDA which regulates blood donation to profit and non-profit organization.

In 2006 the AABB, American Red Cross and Americas Blood Centers all supported a change from the current US policy for a lifetime ban deferral of MSM to one year since most recent contract. One model suggested that the change would result in one additional case of HIV transmitted by transfusion every 3 to 8 years. The AABB has suggested making the change since 1977. The FDA did not accept the proposal and had concern about the data used to produce the model citing that additional risk to recipients was to justified. Again on 19th August 2009 the assembly judiciary committee in California passed AJR 13 the US blood donor non-discrimination resolution calling upon FDA to end the MSM blood ban.

Again in April 2010 the New York city council passed a resolution calling on the US food and Drug administration (FDA) to eliminate the ban stating "this ban was based on prejudice a knee-jerk reaction and misunderstanding about HIV/AIDS disease given the constant need for blood it does not make common sense to prohibit donations from entire populations".

On 1st June 2010 Council of District of Columbia passed a resolution calling on FDA to resolve the life time

deferment of blood donation of MSM since 1977 in favour of a policy that protects the safety and integrity of blood supply that is based on up-to-date scientific criteria.

In June 2013 the American Medical Association (AMA) issued statement calling on FDA to change its policy stating that "the life time ban on blood donation for MSM is discriminatory and is not based on sound science". In July 13, 2013 the American osteopathic Association approved a policy calling on FDA to end the indefinite deferment period for MSM and to modify the exclusion criteria for MSM to be consistent with deferrals for those Judged to be at an increased risk of infection.

On December 21, 2015 the US FAD changed the policy by replacing the definite deferral with a one year deferral. The change was proposed nevertheless as of May 2016 the American Red Cross reports that the organization is not accepting blood donation from MSM because putting the approved proposal into effect requires training the computer upgrades for which several months are needed.

Ultimately on May 27, 2016 the US FDA approved a new blood donor history questionnaire for general use by blood establishment which is compatible with the deferral for 12 months. Before this upgrade the approved questionnaire were compatible only with indefinite deferral of blood donation form MSM.

Blood donation controversy by LGBT people in European Union:

European Union is a fledging federalist system and most of the countries have anti-discrimination laws yet LGBT people are also restricted for donating their blood. Several countries had permanent life bans. So the



European commission stated that blanket ban on gay blood donation would be contrary EU law and many EU countries cited EU directive 2004/33/EC to justify their bans. An advisory committee on safety of blood tissues and organs recommended a policy change after a study conducted that a total ban may breach equality legislation. So to create standards of safety, directive 2002/98/EC of European parliament and CM/Rec(2010)5 were implemented to combat measures on issues related to sexual orientation and gender identity.

The UK lifted its lifetime ban on MSM blood donation on Sept. 2016 and changed the policy to simply restrict MSM with another man within previous 12 months. The advisory committee on safety of blood tissue and organ recommended the policy change after a study conducted that a total ban may breach equality legislation and that the risk of HIV reaching the blood supply would only increase by approximately 2%.

A similar policy also exists in rest of the European Union countries and the prevailing interpretation of EU directives 2014/33/EC article 2.1 on donor deferrals. The policy however is not very specific and refers to high risk sexual contact. The UK interprets the directive to all forms of homosexual sex as falling within 2.2.2 of Annex III to directive, persons whose behavior or activity places them at risk of acquiring diseases what may be transmitted by blood requiring the deferrals based on window period for disease involved and sets this at 12 months despite the annex suggesting 6 months for risk exposure to Hepatitis B. Bulgaria, Italy, Latvia, Poland and Spain all regard sex between men as not being high risk.

In Finland the parliamentary ombudsmen launched an investigation on

the possible unconstitutionality on life time ban in Jan 2006. In June 2008 it was concluded that the ban was unlawful in Finland as it is based on appropriately reasoned epidemiological information and because it is related to sexual behavior rather sexual orientation. In 2013 December Finnish red cross blood service announced that it was lifting the ban and introducing a one year deferral instead. France announced plans in 2015 to lift its ban on blood donation by MSM beginning on 2016 though a 12 month deferral will be put in place.

Conclusion

To conclude the bigotry behind lesbian, gay, bisexual and transgenders donating blood still exist not only in India but the whole world. The original blood donation rules of men having sex with men is a designation designed to encapsulate sexual activity instead of sexual orientation. The rules are homophobic and nebulous to stigmatize sexual minorities. Discrimination is the core issue in life of LGBT communities it ranges from ridicule to social exclusion to denial of donation of blood. So enacting laws is not enough its implementation in true sense is highly required to make the benefits reach to targeted masses and society at large should also contribute to the full inclusion of LGBT population and LGBT issues must become everybody's issues to such an extent that the world blood donor day observed on 14th June every year becomes meaningful.

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Social empowerment of Dalit women through Self-Help Groups

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Abstract

The Government of Andhra Pradesh has taken up many initiatives to alleviate poverty; of this the one of the important concept is women's empowerment through SHG bank linkage. The states of Andhra Pradesh and Telangana are in forefront in successfully implementing SHG- bank linkage programme. SHGs are recognised as a useful tool to help the poor and as an alternative mechanism to meet urgent credit needs of the poor through thrift. It also enhances the status, in the spheres of economic, political social and cultural life. This paper discusses about Social Empowerment through SHGs, it is measured in various dimensions: Family support, decision-making, on self-confidence of women, Mobility and Gender discrimination.

Key words: Empowerment, Self Help Groups, Microfinance Decision making and Mobility.

Introduction

Women have been always working side by side with men in all societies and contributed equally if not more, to the economy, welfare of the family, community life and human development but they have always looked down and given lower position and are dominated by men. The status of women in different times has varied to some extent due to prevailing conditions, but always been subordinate to that of man. Yet, they form the largest disadvantaged group in the country. The rural women have been underestimated and discriminated against all walks of life, in spite of their substantial contribution to the household economy and also contribute to the national economy. Vast sections of the rural poor are deprived of basic amenities, opportunities and oppressed by social customs and practices even now. Several programmes were implemented by various Government and Non-Governmental Organizations to uplift them both economically and socially.

SHG programme is one such attempt but with a difference as it follows group approach it also breaks vicious poverty.

2. Methodology

2.1 Sampling Design:

The study covers 3 districts, 16 mandals, 80 villages, 160 SHGs and 480 SHG members including 160 SHG leaders in the Andhra Pradesh and Telangana states.

2.2 Collection of data

The data were collected from both primary and secondary sources. a) The primary data were collected through anthropological field work, using an interview schedule, observation and case studies etc b) Secondary data are collected through Internet, Journals, Books, records of the SHGs, Federations and Government Offices .

3 Objectives of the Study

1. To study socio economic profile of the SHG members
2. To study social empowerment of the SHG members through self-help groups.



4 Socio-economic profiles of SHG members

The caste, marital status, literacy levels, and family income have significant role to see their socio-economic conditions of the SHG members.

4.1 Literacy

Of the sample 480 SHG members 29.37 percent of them are illiterates and remaining 70.6 per cent are literates.

4.2 Marital status

Among the sample SHG members 83.33 percent of them are married, and 15.2 percent are widowed and 1.45 percent are divorced/separated.

4.3 Social category

The SHG members belong to scheduled caste groups. Majority of them belong to Madiga caste, followed by Mala, Adidravida, Paidi and Holiya Dasari

4.4 Land holdings

More than fifty per cent of the sample SHG members possess less than 2.5 acres of land and 33.95 per cent of the members are landless, the remaining members (1.25%) have land more than 5 acres.

4.5 Occupation

The data reveals that 17.5 per cent of the sample SHG members are practicing agriculture and more than half of the sample SHG members are agriculture labourers. The other occupations followed by the members constitute Non-farm labour (6.87%), Livestock (0.20%), Jobs/Services (11.87%), Petty business (6.04%) and other (1.04%).

5. Indicators for social empowerment:

The following indicators taken to measure Social Empowerment of

Scheduled Castes Women through Self Help Groups and they are i) family support, ii) self-confidence, iii) Mobility, iv) Gender Discrimination and vi) Changing of Roles.

5.1 Family support

In order to measure, Family support to SHG activities four factors are taken, they are i) To attend SHG meetings ii) To pay Savings iii) To repay loan instalment iv) SHG work outside the village.

These four factors are measured on three point scale i) Co-operative ii) Indifferent and iii) Put hurdles.

Out of 480 sample SHG members, it is observed that at the time of joining the SHGs nearly fifty percent of the cooperated and other fifty percent raised objections and were not cooperative to them. But later on after seeing the benefits there was gradual change in them. Whereas now, every member in the family extends support to the SHG members to attend SHG meetings, to pay savings, to repay loan instalment and to attend SHG work outside the village.

5.2 Development of Self-Confidence

At the time of joining SHGs, only 38.3 percent are literates, 9.2 percent of the members had confidence to approach bank, 9.2 to speak with visitors, 6.7 percent to speak with officials, and nonofficial, 2.5 percent of them had confidence to start SHGs, 4.2 percent had less awareness on rights and procedures. But after joining the groups the members 88.6 percent of them became neo literates, 88.3 percent of the SHG members became aware of their rights, development programmes and most of them developed confidence to approach banks, officials and non-officials for getting development benefits. 79.2



percent of them developed skills and confidence to start new SHGs.

Table: 1 Family Support to SHG Activities

Period	Opinion	To attend SHG meetings	To pay savings	To repay loan instalment	SHG work outside village
After	Co-operative	100.0	100.0	100.0	97.5
	Indifferent	-	-	-	2.5
	Putting hurdles	-	-	-	-
	Total	100.0	100.0	100.0	100.0
Before	Co-operative	46.7	49.2	50.8	49.2
	Indifferent	39.2	41.7	39.2	39.2
	Putting hurdles	14.2	9.2	10.0	11.7
	Total	100.0	100.0	100.0	100.0

5.3 Mobility

Mobility is one of the components of to appraise social empowerment of the SHG women; it helps them in giving more self-confidence and self- esteem. To asses

mobility five parameters are taken they are a i) Shopping outside the village ii) Visiting PHC/Hospital iii) Undertaking SHG work outside the village iv) Visiting Bank and v) Visiting Govt. offices

Table. 2. Mobility -Change at Individual Level

Period	Opinion	Shops outside the village	PHC/ Hospital	SHG work outside village	Bank	Govt Office at block level
After	Go alone	74.2	81.7	87.5	91.7	63.3
	With family members	23.3	18.3	2.5	2.5	16.7
	With others	2.5	-	10.0	5.8	20.0
	Total	100.0	100.0	100.0	100.0	100.0
Before	Go alone	16.7	13.3	15.8	9.2	5.0
	With family members	47.5	55.8	34.2	28.3	56.7
	With others	35.8	30.8	50.0	62.5	38.3
	Total	100.0	100.0	100.0	100.0	100.0



Decision making is measured on four point scale i) Decide solely ii) Major iii) Equal and iv) Minor. It is analysed from the table that before joining the SHGs the decision making of the SHG members in purchase or sale of assets or adoption of household assets, family

saving, purpose of loan, children education and marriage and casting of vote was minor then followed by equal. After joining the SHGs the decision making power of the members is Equal, and then followed by solely.

Table: 3 Decision Making Role

Period	Opinion	Purchase/ sale of assets	Family savings	Children's education	Children's marriage	Occupational change	Costing of own vote	Purpose of loan	Adoption of HH infrastructure
After	Decide solely	10.8	15.8	9.2	8.3	9.2	32.5	15.0	10.0
	Major	6.7	9.2	14.2	13.3	12.5	9.2	11.7	7.5
	Equal	79.2	70.0	71.7	74.2	70.0	45.0	68.3	78.3
	Minor	3.3	5.0	5.0	4.2	8.3	13.3	5.0	4.2
	Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Before	Decide solely	5.8	6.7	6.7	6.7	5.8	15.8	5.8	5.8
	Major	5.0	4.2	7.5	9.2	6.7	4.2	2.5	2.5
	Equal	27.5	24.2	25.8	25.0	24.2	20.8	29.2	35.0
	Minor	61.7	65.0	60.0	59.2	63.3	59.2	62.5	56.7
	Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

5.5 Gender Discrimination

It is observed that no Gender discrimination in most of the villages and the SC children are studying in the same schools. With the exposure and changes in attitude, the SC women are interacting with other men without any hesitation. Initially there was caste discrimination with intervention of officials; the etiquettes to social categories have also decreased.

5.6. Conclusion

Microfinance has been viewed as a catalyst, not only in attaining financial sustainability and also helps in breaking vicious cycle of poverty. The impact of SHG bank linkage programme gives social empowerment, increased self-esteem, self-confidence, mobility and also awareness on rights and procedures.

After joining SHGs, there is attitude change in the members of the family. Seeing the benefits of the SHGs, they started supporting women in



attending in SHG meetings, repaying loan amount and to pay savings. The mobility and self-confidence levels of the SHG members have increased significantly. With inception SHGs of Gender discrimination and social etiquettes have reduced. Thus SHGs thereby, almost addressing goals of gender equality, equity and empowerment. SHG women as members organised or unorganised workers and mothers, they contribute greatly to the economic development and progress of the country.

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Traduction D'une Histoire « Cut Off » De Chetan Bhagat En Français

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« **La limite** » est une histoire écrit par Chetan Bhagat, un écrivain indien contemporain. Il nous demande très souvent de lire et de réfléchir sur la situation de notre pays. Il nous encourage aussi à lire en donnant l'envie de le faire grâce à son style simple et systématique. Il a une manière différente et originale de dépeindre l'histoire indienne. Il a publié cette histoire dans son livre « What Young India Wants » dans lequel il parle du problème des jeunes indiennes et des fautes du système éducatif de l'Inde à présent. Il s'agit d'un étudiant indien qui s'appelle Gautam. Il a obtenu 92 pour cent sur 100 en commerce et a remporté le trophée de son école pour avoir eu les meilleures notes. Mais encore ses meilleures notes ne sont pas suffisantes pour être admis à l'université reconnue. En Inde, il ya beaucoup d'étudiants, qui ont eu le meilleures notes dans leur école mais ils n'ont pas des universités reconnues suffisantes pour l'enseignement supérieur. Dans cette œuvre je vais donner la traduction de l'histoire « Cut Off » Grâce à la traduction nous avons une chance de comparer de deux langues : Anglais et Français.

Mots-clés : Traduction, Histoire, supérieur.

La limite

Tout le monde pourrait vous conseiller comment vivre. Mais personne ne vous donnera de bons conseils sur comment la terminer. Le pire, c'est qu'ils vous suggéraient continuer à vivre, sans aucun respect pour le choix individuel. Oui, Bonjour, je m'appelle Gautam Arora et après passant dix-huit années merveilleuses à Delhi, j'ai décidé de terminer ma vie.

Je me suis assis avec mes meilleurs amis Neeraj et sa petite amie Anjali à Costa coffee. DLF centre métropolitain Saket. Le café était trop cher mais étant donné que j'avais un jour à vivre cela ne m'a pas dérangé d'être arnaqué.

« La plaisanterie n'est pas autant drôle », a dit Neeraj, en déchirant le deuxième sachet de la cassonade et le mélangeant pour sa petite amie. Si cette fille n'a pas pu mélanger le sucre dans son café je me

suis demandé ce qu'elle sera après le mariage.

Est-ce que je fais semblant a plaisanter ? Tu fais tes études en médecine et comme un ami et quelqu'un qui est deux ans plus âgé que moi, je te demande ton avis sur quel est la façon la plus indolore et gracieuse à aller. Et parfaitement il doit être disponible chez le pharmacien voisin qui est amicale, j'ai dit, « J'ai commandé un gâteau caramel à chocolat. Quelles sont les colories supplémentaires au jour précédent ? »

Anjali restait calme. Son ipod était bouché à ses oreilles Elle était venue au centre commercial pour faire des courses avec son petit ami plutôt que me rencontrer. Neeraj a dit que c'est lui qui a appelé Anjali comme son père lui avait donné une voiture et un chauffeur qui l'a fait facile à tourner. D'ailleurs elle avait l'air ok. Elle était assez jolie pour inviter le deuxième regard de l'homme bien que ce soit une réussite rare à Delhi, où les



principes des hommes sont assez modestes.

Type, tu étais au meilleur dans ton école. Combien as-tu déjà eu dans ta classe au lycée ? a demandé Neeraj

« 92% » j'ai répondu.

« Quatre vingt dix et quoi ? » Neeraj a demandé quand il est en train d'arracher l'écouteur d'Anjali, « Anjali ce type a obtenu 92 sur 100 en commerce ! Est-ce que tu connais quelqu'un a obtenu autant ? »

Anjali a fait non de la tête. « Hou la vous auriez dû étudier beaucoup » elle a dit.

J'ai fait un signe de tête Je n'avais qu'étudier dans les deux dernières années « pas du temps pour le passetemps » elle a demandé.

J'ai fait non de la tête mes seules passetemps sont à manager trois repas et dormir 5 heures par un jour. Le reste du temps a été passé avec mes livres.

« Avec 92, tu dois être excellent » Neeraj a fait l'éloge.

Pas selon SRCC¹, pas selon Stephen's² et pas selon Hindu³...oh ha et puis zut J'ai dit quand j'ai ouvert mon sac à dos.

Je lui ai donné le supplément de l'admission du journal Je l'avais pris tôt le matin donc maman et papa ne le regarderaient pas. »

« Hou la » vérifier Lady Sri Ram College. Une licence de commerce est à 95.5 pour cent, Neeraj a dit.

C'est un collège pour les jeunes filles » Anjali a dit

« Je sais » J'ai répondu

« Ne t'en fais pas il ne l'aurait pas fait de toute façon Anjali Pourquoi tu ne vas pas dépenser certains d'argent de ton père » Neeraj a dit et m'a fait un clin d'œil.

Anjali et moi les deux avons regardé Neeraj de travers. Neeraj et Anjali se sont embrassés avec affection et a fait un signe a elle de quitter.

Sérieusement, Ne te tue pas, Pour nous tu es encore le meilleur d'école Neeraj a dit après le départ d'Anjali.

« Alors Qu'est ce que je fais » j'ai dit à ma vois forte « rester à l'école » Cette marque haut fait les choses pires. Mes parents ont déjà organisé une fête pour nos amis et nos proches comme je l'ai fait une grande fortune de la vie. J'ai coupé un gâteau sur le quel glaçage a dit « Vedette »

« Bon », Neeraj a dit

« Pas bon du tout. Tous mes proches ont félicité ma mère .Ils me regardent comme le prochain banquier de succès sur le mur. Le moindre qu'ils attendent de moi à faire est d'être admis dans une bonne école dans DU⁴ »

Il y a encore quelques collègues où tu seras admis » Neeraj a dit quand je lui ai coupé « Mais rien avec la même valeur de la marque. Ainsi tu ne peux pas être admis dans une meilleure maîtrise de gestion.

Neeraj a poussé ma tasse de café envers moi. Je ne l'avais pas touché. Je l'ai pris et l'ai apporté près de ma bouche mais je n'ai pas pu le boire.

« J'ai fait une toute petite erreur du calcul dans l'examen des Mathématiques. » J'ai dit, « j'ai mal lu une conversation bête ». C'est tout. Si seulement..... »

Type tu vas aller à l'université de marque ou pas, c'est toujours marrant.

« La hélice amusant » j'ai dit

« Quels types de gosses prennent -ils de tout façon ? » Neeraj a dit, « tu dois être un rigoriste en matière d'un comptable pour obtenir 97 pour cent. Comme quelqu'un qui ne prend jamais de chance et révise la copie vingt fois »

Je ne sais pas, Je l'ai révise cinq fois. Ce calcul stupide..... »

Gautam, ne t'inquiète pas. Ce papier est fait. Et le rigoriste ne fait pas bien dans



la vie. Les gens d'innovation et d'imagination font.

Ce n'est pas ce que DU pense. Tu ne comprends pas, Mon père a déclaré dans son bureau que je vais m'inscrire à SRCC. Je ne peux pas lui aller avec une admission de l'école au deuxième rang. A cause de cela, l'idée de sa vie entière changera. Enfer, moi je ne pourrai pas me débrouiller tout seul.

Un SMS d'Anjali sur le portable de Neeraj a interrompu notre conversation. A Kimaya « j'ai essayé la robe du tissu » Neeraj a tapé la réponse. Chérie, c'est super. Achète-la »

Neeraj a sourit comme il m'a montré sa réponse. « Je pense que tu dois aller, » j'ai dit. La fille des riches peut piquer une colère jolie, méchante.

Neeraj a pris l'argent pour le café. Je l'ai arrêté « Mon plaisir », J'ai dit. Laissez les gens à être heureux sur ton dernier jour, J'ai pensé.

Bien sur, Je le prends comme ton plaisir pour avoir cassé les boards⁵. Neeraj a dit et il a sourit. Il a ébouriffé mes cheveux et il a quitté. Je suis sorti du centre commercial et j'ai pris une voiture pour aller chez moi.

J'ai rencontré mes parents pendant le dîner. « Bon Quand l'université annoncera les limites? » Mon père a demandé. « Dans quelques jours, » j'ai dit. J'ai levé les yeux vers le ventilateur à la salle à manger. Non, je ne dois pas me pendre. Je ne peux pas supporter l'asphyxie.

Ma mère a coupé les manques après le dîner. Le couteau m'a fait penser s'ouvrir les veines. Trop pénible, j'ai pensé et j'ai laissé tomber l'idée.

Allons, maintenant, les gens de mon bureau me demandent « quand est ce que notre fête aura lieu? » Mon père a dit quand il a pris une rondelle.

Je vous ai demandé de les inviter à la soirée que nous avons organisée pour les voisins et les proches, ma mère a dit.

« Comment cadreront –ils avec vos frères et sœurs ? Mes collègues au bureau sont très sophistiqués » mon père a dit.

« Mes frères ne sont pas moins sophistiqués. Ils sont allés à Singapore l'année dernière en vacation. Au moins ils sont meilleurs que votre famille » elle a dit.

Mon père s'est moqué de l'expression maussade de ma mère, ses niveaux de bonheur n'étaient pas descendus depuis que j'ai reçu mon résultat. Mes collègues de bureau veulent le verre pas la nourriture. Ne t'en fais pas ! J'aurai l'autre pour eux quand il s'est admis à SRCC ou à Stephen's

Mon père a travaillé dans le service de vente de Tata Tea⁶. Nous avons fourni tout notre groupe de voisin avec du thé gratuit pour les cinq dernières années Le résultat nous avons plus d'amis que j'aurais aimé.

« Même mon chef de mon pays m'a appelé de féliciter pour Gautam. Il a dit « rien comme Stephen's pour votre brillant fils » mon père a dit.

« La tente Gupta est venue de la porte voisine. Elle voulait voir si tu pourrais aider sa fille qui est dans la classe XI » ma mère a dit.

Est-elle jolie ? Je voulais demander mais je ne l'ai pas fait. C'était pour rien.

Je suis venu à ma chambre après le dîner. Je n'étais pas concentré sur la méthode exacte mais j'ai pensé que je dois commencer à travailler à la lettre de suicide de toute façon. Je ne l'ai pas voulu à être un des clichés. Je vous aime tous et c'est le défaut de personne et je suis désolé maman et papa. Ouais juste comme la première impression, les dernières impressions sont aussi



importantes. En fait, je n'ai pas voulu de faire aucune lettre de suicide qui est bête. Quand c'est votre dernière vous la feriez importante. J'ai décidé de l'écrire au ministre de l'éducation. J'ai allumé mon ordinateur et je suis allé au site web du ministère de l'éducation. La moitié de liens du site a été cassée. Il y avait un lien appelé « Quoi après la classe XII ? » J'ai cliqué sur la. Cela m'a pris à la page blanche avec un signe de la construction. J'ai soupiré quand j'ai fermé le site. J'ai ouvert Microsoft Word à taper.

Cher ministre d'éducation,

J'espère que vous allez bien et le grand personnel de votre massif bungalow vous traite bien. Je ne prendrai pas beaucoup de votre temps.

J'ai réussi aux examens du douzième et j'ai décidé de terminer ma vie. J'ai eu 92 pour cent dans les boards et j'ai remporté le Trophée d'un pied de mon école pour avoir eu les meilleures notes.

Cependant, il y a beaucoup d'étudiants avec de telles trophées dans ce pays et

mais de places dans les collèges que je ne me suis pas inscrit au collège ce qui me formera pour atteindre à l'échelle prochaine ou pour ouvrir les bonnes opportunités.

Je sais que je suis froissé. J'aurais dû travailler plus dur pour avoir encore 3 pour cent. Toutefois, je veux bien vous indiquer certaine chose. Quand mes parents étaient jeunes, certains collèges étaient considérés prestigieux. Maintenant, après 40 ans, les mêmes collèges sont considérés prestigieux. Ce qui est intéressant est qu'aucun nouveau collège a atteint le même marque ni le même niveau de réputation. Aucun collège n'a augmenté le nombre de places

dans les collèges existants de manière afin de recevoir le nombre d'étudiants montant.

Je vous donnerai un exemple. En faisant de surfs bêtes, j'ai vu que 3.8 million de candidats ont passé l'examen du douzième de CBSE en 1999, un chiffre qui a augmenté aux 8.9 millions en 2009. C'est juste un board et si vous preniez ICSE et tous les autres boards d'état le numéro total en toute l'Inde n'est plus dix fois que celui de CBSE. Nous avons eu probablement dix billions d'étudiants passant l'examen du douzième cette année.

Lorsque tout le monde ne peut pas avoir une place dans un bon collège, je veux juste parler de bons étudiants appelés si. Le 10% en tête de ces dix billions d'étudiants est un billion d'étudiants. Oui, un billion d'étudiants est les meilleures de leur classe. Dans une classe de cinquante, ils auront les cinq rangs meilleurs.

On pourrait argumenter que ces brillants élèves méritent une bonne école pour réaliser leur tout potentiel. Réfléchissant sur cela, cela serait bon pour notre pays, aussi, si nous entraînons bien nos brillants élèves à faire partie de l'Inde globalisée. Nouvelle, rayonnante luisante, ou ce que vous voulez appeler.

Mais après, il semble comme vous avez cessé de construire des universités. Y-a-t-il un billion de places dans les meilleures écoles? Y en a-t-il au moins un million? Vous- êtes vous jamais demandé ce qui se passait pour le reste de nous, l'an après l'an? Est-ce que nous inscrivons nous à une école au deuxième rang? Une université estimée? Un enseignement à distance? Avoir un diplôme dans un pays cher ou raciste? Votre gouvernement fait beaucoup de choses. Vous dirigez une ligne aérienne qui ne fait jamais de profit. Vous gérez les hôtels. Vous voulez vous



engager à faire de substance essentielle comme acier et aluminium qui peuvent être faits facilement par les joueurs les plus efficaces. Toutefois, dans quelque chose, aussi important que former la jeune génération, vous avez fait un pas en arrière... Vous avez arrêté de faire de nouvelles universités. Pourquoi ?

Vous avez tout le terrain que vous voulez, les enseignants aiment avoir un emploi gouvernemental. Les fonds d'éducatons ne sont jamais interrogés et pourtant (encore) pourquoi ? Pourquoi nous n'avons pas de nouvelles, excellentes universités dans chaque capitale d'Etat, par exemple ?

Ohio bien, désolé. Je réagis de manière excessive. Si seulement, je n'avais pas fait cette erreur de calcul dans ma copie de mathématiques. J'irais mieux. En fait, Je suis un des chanceux. Dans quatre ans, le nombre de candidat doublera. Donc, Nous aurons une université qui assure de 99 pour cent de réussite du collègue.

Mes parents se leurraient un peu de mes talents, et je ressens mal envers eux. Je n'avais pas une petite amie ni beaucoup d'amis, comme les gens qui veulent être inscrit à une bonne université ne sont pas censé d'avoir une vie. Si, seulement j'avais su que travailler très dur pour douze ans ne représente pas grand-chose.

À part ça, prenez soin et dites bonjour au premier ministre qui, comme je comprends, enseignait dans une université.

Je vous prie d'agréer mes salutations distinguées

Gautam

(Pauvre étudiant).

J'ai imprimé la lettre et l'ai gardée dans ma poche. J'ai décidé à agir le lendemain matin. Je me suis réveillé comme la domestique a éteint le ventilateur pour donner un bon coup de

balai dans la pièce. Elle est entrée et avait apporté une boîte de sucreries. Une femme de cinquante ans, Elle nous servait pour plus de 10 ans.

Qu'est-ce qui s'est passé ? J'ai demandé quand elle m'a donné la boîte. Il y avait du Kaju-barfi⁷, d'un des magasins les plus chers de la ville. La domestique avait dépensé le salaire d'une semaine distribuant les sucreries aux personnes qu'elle connaît.

Mon fils a réussi dans les examens du douzième, elle a dit comme elle commençait son travail. Combien a-t-il eu ? J'ai demandé, encore me frottant les yeux.

42 pour cent. Il a réussi dans l'Anglais aussi ; Elle a dit, son visage rayonnant de fierté.

Que va-t-il faire maintenant ? J'ai demandé.

Je ne sais pas. Peut-être aurait-il ses propres affaires, Il peut réparer les téléphones portables, elle a dit.

Je suis allé à la salle de bains pour une douche. Je me suis rendu compte que les journaux seraient au seuil de la porte.

Je suis sorti en courant de la salle de bains. J'ai pris les journaux de l'étage d'entrée. J'ai retiré les pages suppléments d'admission, les ai froissées et les ai jetées dans la poubelle, mise à l'extérieur de la maison. Je suis revenu à l'intérieur de la maison et suis retourné dans la douche.

J'ai quitté la maison à midi. J'ai pris le métro à Chandni Chowk et ai demandé mon chemin au marché de l'industrie chimique. Bien que j'aie plus étudié la science après le douzième. Je savais que les certains produits chimiques comme le cuivre du sulfate ou ammonium nitrate pourraient vous tuer. J'ai acheté un paquet des deux produits. Comme j'ai traversé les petits chemins de Chandni Chowk, J'ai passé par un magasin de



jalebi⁸ de cent mètres carrés. Les affaires soulaient bien. J'ai pensé que mon dernier repas devrait être délicieux. Je suis allé au comptoir et ai pris 250 grammes de jalebis.

J'ai pris mon assiette et me suis assis sur un des deux bancs bancal, mis à l'extérieur du magasin.

Un couple musulman, avec un garçon de quatre ans, est venu et s'est assis sur le banc à côté. La mère a donné à manger la jalebi au garçon et l'embrassé après chaque bouchée. Il m'a rappelé mon enfance et mes parents, quand ils m'aimaient sans condition et les notes n'avaient pas de rôles. J'ai vu la boîte d'ammonium nitrate et les armes me montaient aux yeux. Je n'ai pas pu manger les Jalebis. Je suis revenu chez moi. Je me suis demandé si je dois me servir de mes produits chimiques avant ou après le dîner.

Peut-être c'est meilleur après que tout le monde a dormi, j'ai pensé.

Nous étions à table. Le papa a dit à maman de ne pas cuisiner comme il nous avait acheté le repas chinois à emporter. Maman a apporté la sauce soja, l'huile de chili et le vinaigre avec le vert chilis coupé en petits Katoris⁹. Nous avons mangé le chop suey américain dans les assiettes d'acier inoxydable. J'ai regardé ma montre, il était 8 heures du soir. Encore trois heures, j'ai pensé comme j'ai pensé en laissant un soupir.

Une chose, Kalpana, mon père a dit à ma mère, les candidats aux emplois ne sont pas ce qu'ils étaient de nos jours. J'ai fait passer un entretien aux nouveaux stagiaires aujourd'hui, j'ai été déçu.

Pourquoi, qu'est-ce qui est passé? ma mère a dit.

Comme ce garçon de Stephen's, le gosse très intelligent. Mais seulement concernant ses matières.

Vraiment? ma mère a dit.

Ouais, mais je lui ai posé une question différente. J'ai demandé comment irait-t-il pour créer la chaîne de magasins de thé comme les chaînes de magasins de café, et il a eu un blanc, mon père a dit, un pouce des nouilles pendant de sa bouche. Ma mère l'a enlevé de son visage. Et après quelque gosse de Srcc. Il était le meilleur de son école. Mais tu as dû voir son arrogance. Même avant l'entretien a commencé, il dit, « j'espère qu'à la fin de notre entretien, vous pourrez me dire pourquoi je dois entrer dans Tata Tea et pourquoi pas dans une autre entreprise » Peux-tu imaginer? je suis deux fois plus âgé que lui.'

J'ai pu dire que mon père en était vexé.

Si, tu me veux mon avis,' mon père a continué,' le meilleur candidat était le garçon de Bhopal. À vrai dire il n'était pas d'un des meilleurs collèges. Mais, il avait obtenu 80 pour cent. Et il a dit, « Je veux apprendre. Et je veux montrer qu'on n'avait pas besoin d'université reconnu pour réussir dans la ville. Les gens de bonne volonté peuvent réussir n'importe où. » Quel gosse! Merci Dieu, nous l'avions présélectionné comme le meilleur candidat.'

A-t-il trouvé un emploi? J'ai demandé.

Oui, les entreprises ont besoin d'ouvriers qui ne travaillent bien pas les certificats chics. Et nous nous convoquons encore une réunion pour débattre notre critère de liste des candidats sélectionnés. Les meilleurs universités sont très dur à être admettre, seulement les personnes de tunnel de vision se sont sélectionnés.

« Puis, pourquoi lui demandez-vous de s'inscrire à Stephen's ou SRCC? » ma mère a dit. Mon père s'est tu. Il a repris après une pause et dit, 'À vrai dire, après aujourd'hui, je dirais, il ne faut pas donner de l'importance juste au renom. Il faut analyser le collège, et arriver à



comprendre leurs dévouements et vérifier que ces collègues ne créent pas les pauvres mecs arrogants. Après tout, quoi que soit la marque, tu iras bien. Le monde a besoin de bons gens.'

J'ai regardé mes parents comme, ils continuaient à bavarder. Excusez-moi, mais, j'ai un dessin à exécuter ici. Et maintenant vous faites m'embrouiller, j'ai pensé. Donc, dois-je me renseigner sur d'autres universités et prendre une décision après cela ?' J'ai dit.

Oui, bien sûr. Pas besoin d'aller par la mentalité du troupeau. Kalpana, tu as dû voir ce garçon de Bhopal.'

Après le dîner, mes parents ont regardé la télé dans le salon en mangeant les fruits. Je suis entré dans ma chambre. Je suis assis sur mon banc pensant à ce qu'il faut faire maintenant. Le téléphone fixe a sonné dans la chambre des mes parents. Je y suis entré et l'ai décroché. Allo, Gautam ?' La voix de l'autre côté a dit.

C'était le collègue de mon père de travail. Allo, oncle Yash, j'ai dit.

'Salut.' Il a dit, 'félicitations pour ton board.'

'Merci, oncle,' j'ai dit. Papa est dans le salon, en train de finir le dîner, je l'appelle ?

Dîner ? Oh ! Ah ! Ne le dérange pas. Dis-lui juste que son portable est avec moi. Il n'est pas perdu. Nous étions dans un voyage d'étude aujourd'hui. Il l'avait oublié dans ma voiture.

'Un voyage d'étude ? Pour l'entretien ?' J'ai demandé.

'Quel entretien ? Non, nous sommes juste allés au bureau de Chandigarh,' il a dit.

Je l'ai souhaité bonne nuit et j'ai raccroché le téléphone. J'ai allumé la lampe à côté dans la chambre de mes parents. Embrouillé, je me suis assis sur

le lit de mon père, en me demandant que faire maintenant. Pour faire de la place, j'ai déplacé son oreiller. Sous l'oreiller se posait une boule de feuille de journal. Je l'ai ramassé. C'était les mêmes pages de suppléments d'admissions celles que j'avais jetées à la poubelle ce matin. Mon père avait entouré la table de limite.

J'ai laissé le journal là et suis allé au salon. Mon père disputait avec ma mère sur le choix des chaînes. J'ai regardé mon père. Il m'a souri et m'a offert la pastèque. J'ai refusé.

Je suis retourné dans ma chambre. J'ai ramassé les boîtes chimiques et les ai portées aux toilettes. J'ai tiré les chasses et ai vidé les contenus dans les toilettes.

Tout était nettoyé à grande eau.

'Gautam', ma mère a frappé sur la porte. J'ai oublié à te dire. Tante Gupta est passé encore. Peux-tu enseigner sa fille ? Peut-être, j'ai dit comme je suis sorti des toilettes.

Au fait, est-elle jolie ?

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5. Board : C'est les examens finaux des étudiants de dixième et douzième.
6. TATA TEA : c'est la plus grande entreprise privée indienne.
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'Savitri' a submissive woman in R.K. Narayan's 'The Dark Room'

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Abstract :

The most prominent writer R.K.Narayan laid strong foundation to Indian English novel with remarkable style and theme of his writings. "The Dark Room" is one of the rare novels which deals with social consciousness. Narayan generally writes on the lives of the inhabitants of Malgudi, the hopes, and fears, successes and failures. By and large his novels exclude optimism and are rare cheerful in nature, however "The Dark Room" is an exception to this fact. This novel is a tribute survive Indian dutiful and submissive woman 'Savitri' who swallows all humiliations, slight to just to keep the marriage a float and keeps pretences in the society.

Key Words: typical devoted Indian woman – domineering husband – swallows all humiliations – keep the marriage – submissive woman.

One is not born a woman; one becomes one- Simone De Beauvoir

While talking to Ved Mehata R.K.Narayan said, "To be a good writer any where you must have roots both in religion and in family. I have these things".

This comment of R.K.Narayan is appropriate to all his works either novels or short stories. Like Thomas Hardy he is a true novelist of Indian soil and Indian people. His novels are mostly influenced by our great cultural, philosophical and historical tradition. His novels are neither philosophical nor didactic, but portray realistically the ordinary middle class people's lives.

The representation of woman as the 'victim' of violence is quite common and there are many attempts to try and understand the reasons behind the silent suffering of a woman, violence at work place, domestic violence, sexual abuse, and especially isolation are some of the manifestations of violence and exploitation of women.

R.K.Narayan's woman characters are typical Hindu wives and mothers. They are second to none in doing their best for the well being of their family and for the welfare of their children. Sometimes they excel men in decision making capacity. We see many bold and exemplary woman characters in Narayan's novels. Savitri is also one of them.

(The Dark Room).

"The Dark Room" is the third of Narayan's novels. It was first published in Great Britain in 1938 by Macmillan & Co. Ltd. London. The first Indian edition came out in 1956. Actually it is the novel where R.K.Narayan thought of a social problem, namely the role of woman in Indian society, and worked it out with reference to the socio-cultural matrix of India of 1930s.

Savitri is the central character of R.K.Narayan's "The Dark Room". She is a dutiful, obedient, submissive and typical housewife of the India of those times. She appears to be a traditional



lady with difference, in some aspects, inspite of her cultural background. She is on the look out for her independent human identity, because she does not wish to remain content with her status as a mere slave to her husband, Ramani. She is an ideal, submissive wife to her cruel husband and endures years of abuse. Even though Ramani beats, insults, criticizes and ignores her, she never raises her voice against him. She is a woman of very sensitive nature. She is always subjected to her husband's whims and fancies. She is a woman who has been praised and honoured and never been criticized, and who is honoured to be a good Indian wife by this society in the novel. Though her husband's treatment becomes worse day by day, she ignores every vulgar attempt by Ramani, her husband to save the marriage. She does not receive any pleasure and has not any freedom, love and affection from (Ramani) her husband. Savitri always hungers for Ramani's love, affection and her love starved children, particularly daughters, Kamala and Sumati. But he ignored every desperate attempt by Savitri to save the wife and husband relationship. Savitri is a true symbol of traditional Indian womenhood.

After fifteen years of married life, she has received nothing but rebukes and abuses from her husband. The relationship between a devoted, and submissive wife and a cruel husband is clearly depicted. She as an Indian woman could be flexible to all the likings and disliking of her husband. As a housewife she knows how to manage in the household and marriage. She can understand the changing moods of her husband even the sound of his Chaverolet car horn.

When Ramani has an illicit and torrid affair with a newly recruited woman named Santha Bai who looks very

beautiful in his Engladia Insurance company office, even this insult Savitri convinces and console herself to bear quietly when her neighboring friends reveal her this bad news of what happened in the office of her husband. Even when Ramani gives Satvitri's favourite furniture which he bought some from the office earlier to Santha Bai, for furnishing her office. Savitri never raises her voice to protest in this context.

After conformation of her husbands illegal relationship with Santha Bai, she revolts against her husband's brutality and throws a challenge to the age old ways of the husband.

"Things! I don't possess anything in this world what possession can a woman call her own except her body? Everything else that she has is her father's, her husband's or her sons, so take, these too _____". She removed her diamond earrings, the diamond studs on her nose, her necklace, gold bangles and rings, and threw at him (88)

It is apparently due to the reason that any married woman would never think of another man and to marry him also even if she has economic independence. At one stage Savitri bursts out and says:

"The prostitute" changes her man but a married woman does not, that's all, but both earned their food and shelter in the same manner (93).

When Savitri came to know of her husband's illicit affair with Santha Bai, she cries against her husband like this



and moving away from says: "Don't touch me!" you are dirty, you are impure. Even if I burn my skin, I can't cleanse myself of the impurity of your touch." (87)

Thus, Savitri questions her husband about social as well as economic independence. She then decides to provide her daughter's better education, and make them to stand independently on their own and not depend on their father for anything. As she is aware of the cruel nature of the husband-wife relationship, education would empower them so as not to become dependent on their husbands after getting married. She says:

"Yes, Kamala and Sumati must take their university course and become independent." (93)

When Ramani's treatment of Savitri becomes worse, it becomes very difficult for Savitri to bear and thinks the only solution is to die. She runs away from her house in tears throw her self in to the Sarayu river. She drowns herself but floats to the surface of the water and is saved by Mari. A passer by the questions her why she tried to kill herself and narrates her story. (the illicit affair of her husband) Mani and Ponni (wife and husband) appointed Savitri as a temple assistant. The role of temple assist confined to a darkroom is of no comfort to her, because she finds herself molested and eyed by other men and constantly at odds with the sexist drier who hates seeing a woman working in a temple.

At depressed condition, Savitri begin to miss her daughters and wonders if she was selfish and irresponsible to leave them alone. Then Savitri brings together her palms and prays to God.

"Protect Sumati, Babu, and Kamala, Let them all eat well and grow. Please see that they are not unhappy". (144)

Then she realises that her attempts to run away from house were foolishness and meaningless. And running away will not protect her children or bring her peace. As a woman in the society, she has no place at all except where her family is.

There is a blending of two natures in her character, as we see her at first as a traditional dutiful wife and submissive wife and caring mother, on the one hand a modern, rebellious wife on the other hand. At the suggestive level it may be noted in the Hindu mythology, Savitri is a woman who sacrifices everything including her life to protect her family. For a long time, she was considered the ideal Hindu wife, a suffering martyr like, obedient, virtue, noble, dutiful and submissive woman.

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Opinion of Students of Goa (India) towards Advertisements: An Investigational Report

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Abstract

Television advertisements are powerful tools which influences the public. Most advertisements portray glamorous or larger than life scenario which the teenagers end up watching and comparing with their own lives. These advertisements only generate false values and propagate lifestyles inconsistent with real life. The study was undertaken to find out the opinion of Goan (India) students towards advertisements. It was observed that there is no significant difference among the students in their opinion towards advertisements. Study was conducted on more than 2000 students from Goa (South and North) using frequencies, mean score and t test. . It was seen that students in general are not carried away by the exaggerated, deceptive and any other form of advertising. The students have showed a great deal of maturity.

Key words: Advertisements, Opinion, investigation, deceptive, Students

Introduction

The present economy is characterized by the excessive specialization, mass production and competition. This has increased the importance of advertising in the modern business world. Advertising is growing as an industry in the modern national and international market scenario. T.V. advertisements are powerful tools. Most advertisements portray glamorous or larger than life scenario which the teenagers end up watching and comparing with their own lives. These advertisements only generate false values and propagate lifestyles inconsistent with real life. Menon and Gandhi (1997), argue that on finding themselves deprived of things advertised

on T.V., children and latter adults may breed a feeling of frustration or develop an inferiority complex which may develop into social problems. Children and teenagers are easily influenced by the happy, carefree and sumptuous world of T.V. advertisement starting at a very early age. Children learn to desire things they see on the T.V. and eventually become active persuaders in the market place and at home, which has its own implications.

Advertising no doubt improves the economies of developed and developing countries. It stimulates demand for the product, increases production, and generates employment in the economy. However the role of advertising has often



been a subject of much debate in the society. Advertising may be useful to the consumers considering that dissemination of information is necessary when a buyer has to make a choice from various products and services. The opposite view is based on the contention that consumers are duped by misleading advertising and hence advertising should be curtailed or at least strictly regulated. In an effort to persuade customers, an advertiser may not be completely truthful or unbiased in the message. Viewers often see advertising as unnecessary, irritating, manipulative, and deceptive (Aaker and Bruzzone, 1985).

The family is the basic and universal social institution of human society. Parents play an important and supportive role in the life of their children. Today the need for positive parental encouragement has been realized. Parental encouragement is must to ensure right type of values and development of personality in children. Unfortunately, in the absence of either one or both parents or the lack of availability of their quality time for teenagers, T.V. turns into a surrogate parent resulting in long hours of viewing. Thus, children watch T.V. in the absence of the parental supervision. This results into the absorption of all the exaggerated ideas, thoughts, violence, sexism etc. into the young immature minds. This type of T.V. contents affects the behavior, attitude, spending pattern, eating habits, value system etc. of the young generation.

T.V. and advertising together present a lethal combination and have become an integral part of our modern society. It is the most convenient route to reach not only the adult consumer but also the adolescents. Adolescents are manipulated by advertisement promises that the product will transform their life.

The impact of T.V. in general and advertisements in particular is vital, because of its enormous potential as an audio – visual communicator. It enables the creative man to communicate by combining motion, sound, words, color, personality and stage setting to express and demonstrate ideas to a large and widely distributed audience in the most effective manner. This helps to grab the attention of the audience or prospective customers.

T.V advertising usually plays a role in either introducing a product, reinforcing the familiarity to the product and also convincing the potential customer to purchase the product. Advertisements are among the most visible marketing strategy and have been the subject of a great deal of attention in the last 10 to 15 years. Advertisements cannot only charge the emotions but also give a subliminal message (Nidhi Kotwal, Gupta, 2008). Advertising today seems to be every where and ever present exerting a far reaching influence on the daily lives of the people. Advertisements develop a self concept in order to induce purchase decisions (Nidhi Kotwal, 2008). T.V. advertisement employs attention grabbing tricks such as catchy and



pleasing music, lyrics, jingles, humor and repeated message. The impact of the T.V. advertisements is more than the print media or Radio (Nidhi Kotwal, 2008).

Evidence is mounting that marketing to students is harmful. Nearly every aspect of student's lives has been adversely affected by recent trends in advertising and marketing. Research links advertising to increased violence, Obesity, and eating disorders in children, as well family stress and negative values. Students are especially vulnerable to persuasive messages.

The role of advertising has often been subject of much debate in society. Advertising may be useful to consumers, considering that dissemination of information is necessary when a buyer has to make a choice from various products and services. The opposite view is based on the contention that consumers are duped by misleading advertising and hence advertising should be curtailed or at least strictly regulated.

It is needless to say that advertising has gained profound recognition and importance all over the globe as an indispensable tool of marketing. This recognition has led to its remarkable growth- both quantitative and qualitatively. One thing is certain about advertising, is that, in spite of growing concern towards some of its social effects, both profit and non-profit organization are increasingly being compelled to use it for extrapolating their objectives.

In his study Ranna, (1995) expressed that among the media; the impact of T.V. advertisements on social behavior including purchasing behavior was the greatest. The reason being that T.V. has charm, instantaneous transmission capability and satellite channels certainly affected the lifestyle of individuals. They tend to buy the product advertised by media, irrespective of its cost. The way of presentation mattered in case of food items whereas in case of clothing, designer label mattered (Mahajan and Sing, 1997).

Hypothesis and Methodology

The study tried to find out *the opinion of students of Goa towards Advertisements*. For the purpose a hypothesis was formed and tested with various statistical tools such as *Mean, Independent sample 't' test, .*

Ho: The opinion of students of Goa towards Advertisements is not significant.

The above hypothesis was analyzed and tested based on Region (South and North Goa) .Further the data collected from the students was grouped into seven important areas to find out the impact of advertising on the following aspects.

- 1) *Watching advertisements by students*
- 2) *Advertisements and desire for products*
- 3) *Advertising as a source of information*
- 4) *Role of models in advertising in influencing students*



5) Influence of advertising on drinking and smoking

6) Modeling as career

7) Influence of advertising on purchases

To collect the information on the above areas a set of seven statements were designed. The respondent were asked to rank it on a scale of four- One being Not at all; Two Rarely; Three some time; and Four being Often. The statements were:

1. Do you watch Advertisements?
2. Do you desire for the product which is advertised?
3. Do you think advertisement provides with information you needed?
4. Do you believe in your favorite model in an advertisement?
5. If I drink and smoke, it is because of an advertisements and commercials
6. Always I dream to become a model in an advertisement
7. Most of my purchases are influenced by advertisements

In all, 2108 students from all over Goa belonging to Secondary, Higher secondary, Colleges and University were surveyed. Out of these, 964 were Male remaining being Females. The collected data was then grouped into four categories based: **Gender** (Male and Female), **Location** (Rural and Urban), **Region** (South and North Goa), and **Education** (SSCE, HSSCE, Graduates, P.G.).

Region based analysis and discussion

Goa is divided into two districts for political and administrative purposes. These districts include North and South Goa. Out of 2108 students surveyed, 883 students were from South Goa and 1225 students were from North Goa. The Tables given below give detailed information about the data. **Tables 1** gives the **frequencies**, Table 2 gives the **mean** Score and **Table 3** gives the '*t*' test values.

Watching of Advertisements: The difference between the North and South Goa students watching advertisements is not much. In this case, 61.6% and 61.2% of the North and South Goa students were of the opinion that, they watch advertisements '*sometimes*' followed by 20.3% and 21.2% who confessed that they watched advertisements '*often*'. However put together the entire result, we see that students from both the districts like to watch advertisements to some extent.

The **Mean** score of the students from both the district is 2.99 each. This also reveals their liking towards advertisements.

The **F** ratio for Levene's test for equality of variance is significant at 5% level ($P < 0.05$). We take the '*t*' value of equal variance not assumed. Since the '*t*' value is not significant at 5% ($p > 0.05$), there is no significant difference between North and South Goa students in watching advertisements.



Table 1: Frequencies on General Impact (Region)

		REGION		TOTAL
		NORTH	SOUTH	
Do you watch Advertisements?	Not at all	45(3.7%)	44(5.0%)	89(4.2%)
	Rarely	177(14.4%)	112(12.7%)	289(13.7%)
	Some time	754(61.6%)	540(61.2%)	1294(61.4%)
	Often	249(20.3%)	187(21.2%)	436(20.7%)
Do you desire for the product which is advertised?	Not at all	249(20.3%)	193(21.9%)	442(21.0%)
	Rarely	459(37.5%)	320(36.2%)	779(37.0%)
	Some time	404(33.0%)	291(33.0%)	695(33.0%)
	Often	113(9.2%)	79(8.9%)	192(9.1%)
Do you think advertisement provides with information you needed?	Not at all	207(16.9%)	152(17.2%)	359(17.0%)
	Rarely	299(24.4%)	208(23.6%)	507(24.1%)
	Some time	518(42.3%)	392(44.4%)	910(43.2%)
	Often	201(16.4%)	131(14.8%)	332(15.7%)
Do you believe in your favorite model in an advertisement?	Not at all	679(55.4%)	490(55.5%)	1169(55.5%)
	Rarely	210(17.1%)	137(15.5%)	347(16.5%)
	Some time	240(19.6%)	183(20.7%)	423(20.1%)
	Often	96(7.8%)	73(8.3%)	169(8.0%)
If I drink and smoke, it is because of an advertisements and commercials	Not at all	982(80.2%)	749(84.8%)	1731(82.1%)
	Rarely	92(7.5%)	43(4.9%)	135(6.4%)
	Some time	71(5.8%)	55(6.2%)	126(6.0%)
	Often	80(6.5%)	36(4.1%)	116(5.5%)
Always I dream to become a model in an advertisement	Not at all	913(74.5%)	640(72.5%)	1553(73.7%)
	Rarely	104(8.5%)	67(7.6%)	171(8.1%)
	Some time	161(13.1%)	120(13.6%)	281(13.3%)



)	
	Often	47(3.8%)	56(6.3%)	103(4.9%)
Most of my purchases are influenced by an advertisements	Not at all	428(34.9%)	324(36.7%)	752(35.7%)
	Rarely	363(29.6%)	230(26.0%)	593(28.1%)
	Some time	327(26.7%)	253(28.7%)	580(27.5%)
	Often	107(8.7%)	76(8.6%)	183(8.7%)

Source: Primary data

able 2 : Table showing group statistics on General Impact (Region)

Statements	Region	N	Mean	Std. Deviation	Std. Error Mean
Do you watch advertisement?	North Goa	1225	2.99	.703	.020
	South Goa	883	2.99	.734	.025
Do you desire for the product which is advertised?	North Goa	1225	2.31	.898	.026
	South Goa	883	2.29	.907	.031
Do you think advertisement provides with information you needed?	North Goa	1225	2.58	.954	.027
	South Goa	883	2.57	.942	.032
Do you believe in your favorite model in an advertisement?	North Goa	1225	1.80	1.012	.029
	South Goa	883	1.82	1.030	.035
If I drink and smoke, it is because of an advertisements and commercials	North Goa	1225	1.39	.863	.025
	South Goa	883	1.30	.760	.026
Always I dream to become a model in an advertisement	North Goa	1225	1.46	.862	.025
	South Goa	883	1.54	.950	.032
Most of my purchases are influenced by an advertisements	North Goa	1225	2.09	.979	.028
	South Goa	883	2.09	.995	.033

Source: Primary data



Table 3 : Table showing t- test analysis on General Impact (Region)

statements		Levene's Test		t-test for equality of means		
		F	Sig.	t	df	Sig. (2-tailed)
Do you watch advertisement?	Equal variances assumed	.473	.492	.001	2106	.999
	Equal variances not assumed			.001	1852.1	.999
Do you desire for the product which is advertised?	Equal variances assumed	.148	.701	.530	2106	.596
	Equal variances not assumed			.529	1888.659	.597
Do you think advertisement provides with information you needed?	Equal variances assumed	.259	.611	.323	2106	.747
	Equal variances not assumed			.323	1914.3	.746
Do you believe in your favorite model in an advertisement?	Equal variances assumed	1.084	.298	-.429	2106	.668
	Equal variances not assumed			-.428	1880.3	.669
If I drink and smoke, it is because of an advertisements and commercials	Equal variances assumed	20.96	.00	2.51	2106	.012*
	Equal variances not assumed			2.57	2023.8	.010*
Always I dream to become a model in an advertisement	Equal variances assumed	14.942	.000	-1.89	2106	.059
	Equal variances not assumed			-1.86	1785.9	.063
Most of my purchases are influenced by an advertisements	Equal variances assumed	1.767	.184	.012	2106	.991
	Equal variances not assumed			.012	1881.5	.991

Source: Primary Data * Significant at 5% level of significance



Desire for Products: 37.5% and 36.2% of North and South Goa students desire *rarely* the advertised product. Whereas 9.2% and 8.9% the students from both the districts desires the product very often. The overall results show that, advertisements do not influence the desire of the students to purchase the products. It means that the students are not influenced by the advertisements.

The *Mean* score between the North and South Goa students is 2.31 and 2.39, which reveals that students rarely buy the advertised product. Between the North and South Goa students, North Goa student's purchases are influenced by advertisements.

The *F* ratio for Levene's test for equality of variance is not significant at 5% level ($P > 0.05$), therefore we take the *t'* value of equal variance assumed. In this case the *t'* value is not significant at 5% i.e. $P > 0.05$. It means that there is no significant difference between North and South Goa students for advertised product desired by them.

A Source of Information: 42.3% students from North Goa and 44.4% students from South Goa *agreed* to the fact that advertisements do provide information to **some extent**, whereas 16.4% and 14.8% of North and South Goa student respectively provided a positive attitude towards advertisements. Overall the students from both the districts have agreed that advertisements do provide them with information about the products and services. They believe that

advertisements do provide them with information they needed to make a choice.

The *Mean* score between North and South Goa student is 2.58 and 2.57 respectively. This score also reveals the positive mind (to some extent) of the student towards advertisement. Though, the score is not very alarming but still talks positive about the advertisements.

The *F* ratio for Levene's test for equality of variance is not significant at 5% level. In this case the *p* value is greater than 0.05. We take the *t'* value of equal variance assumed. The *t'* value in this case is not significant ($P > 0.05$). Thus, we can conclude that there is no significant difference between the North and South Goa students in thinking that advertisements provides them with information that they need.

Role of Model: Between North and South Goa, 55.4% of students from North Goa, and 55.5% from South Goa do not believe at all in their favorite model. A negligible percentage of students from North and South Goa responded favorably towards the influence of models on them. It means that a product endorsed by their favorite model does not induce them to buy the product.

The negligible *Mean* score i.e. 1.80 and 1.82 also disclosed that students from both the districts are not carried away by the endorsements by their favorite model. Between North and South Goa students, South Goa students are influenced to



some extent by these types of advertisements.

In case of *t'* test analyses, the *F* ratio for Levene's test for equality of variance is not significant, ($P > 0.05$). We take the *t'* value of equal variance assumed. The *t'* value is not significant at 5%, i.e. $P > 0.05$. Thus, we can say that there is no significant difference between North/South students in believing in their favorite model.

Drinking and Smoking: 80.2 % and 84.8% of North and South Goa students respectively are not at all influenced by the scrupulous tactics of an advertiser. A small percentage of students i.e. 6.5% and 4.1% from North and South Goa respectively are carried away by advertisements in this regards. Thus smoking or drinking if any is not influenced by advertisements.

The *Mean* (1.39 and 1.30 respectively,) score also reveals that the advertisements do not have any impact upon the minds of students as far as vices are concerned. But between North and South Goa, North Goa students are carried away to some extent in this regards.

Since the *F* ratio for Levene's test for equality is significant at 5% level ($P < 0.05$), we take the *t'* value of equal variance not assumed. In this case *t'* value is significant ($P < 0.05$). Thus we can say that there is a significant difference between North and South Goa students who smoke and drink because of advertisements.

Modeling as Career: 74.5% of students from North Goa and 72.5% of students from South Goa decline to become a model in an advertisement. A negligible percentage of students showed some interest in modeling.

The *Mean* score also confirms the above results. It is 1.46 and 1.54 between North and South Goa student respectively which means that they are not at all interested in becoming a model in an advertisement, though South Goa students top the scores.

Further, the *t'* test analyses shows that, the *F* ratio for Levene's test of equality of variance is significant ($P < 0.05$) at 5% level of significance, we take equal variance not assumed. The *t'* value is not significant ($P > 0.05$). We can say that there is no significant difference between North and South Goa students and their aspiration to become model in an advertisement.

Influence on purchases: Advertising does not influence the students of North and South Goa. Majority of the students had given their opinion against advertisement. 34.9% of the students from North Goa and 36.7% of the students from South Goa were of the opinion that their purchases are not influenced by advertisements.

The *Mean* score between the North and South Goa students is 2.09 each. This also reveals a similar kind of situation. The purchases of these students are



rarely influenced by the smart tactics of advertising.

The *F* ratio for Levene's test for equality of variance is significant at 5% level of significance ($p < 0.05$). We take *t'* value of equal variance not assumed. Since the *t'* value is not significant ($p > 0.05$). Therefore, we can say that there exists no significant difference between the North and South Goa students and their purchases being influenced by advertisements.

Conclusion

The world of T.V. advertising seems too good to be true. It has glamour; it offers the best things in life and has quick-fix solutions to almost all problems that consumers may face. Advertising has become such an inextricable part of our lives – thanks to the television –we can really imagine life without it. The products that are advertised most aggressively are the fast moving Consumer Goods. A lot of market research and ground work has been carried out to find out the consumers to be targeted and the most important one is to know the influence of advertising on children. Advertising has become a powerful medium of communication. Advertisements provide information about the product and services. It influences the demand for different type of products by the rich as well as the poor. Most of the studies conducted and reviewed have featured in common – they are conducted on the age group less than 15 years. The age group which is very

weak in judging the situation, taking their own decision etc. One of the important and peculiar traits of this group is that they cannot distinguish between the advertisements and programmes.

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A review on Field Extraction and User Session Identification through Web Server Log

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Abstract:

In the web servers, log repositories plays a key role as it keeps record of user pattern for different users and it is great source of knowledge. Web Usage Pattern is process of getting the web user browsing patterns by analyzing their navigational behavior. A modern process of identifying a web user session is the average time spent by user on pages. This paper introduces concepts of feature selection for classification and clustering, groups and with different algorithms with a categorizing framework based on search strategies, and provides guidelines in feature selection. This speaks about Stages of Web usage Mining, data cleaning, field extraction, User/IP Address and Session identification, Pattern discovery and analysis and Clustering. With the categorizing framework, we continue our efforts toward building an integrated system for intelligent feature selection. An added advantage of doing so is to help a user employ a suitable algorithm without Knowing details of each algorithm. Some real-world applications are included to demonstrate the use of feature selection in data mining.

Keywords: Web usage, Mining, data cleaning, field extraction,

Introduction

As computer and database technologies advance rapidly, data accumulates in a speed unmatched by human's capacity of data processing. Data mining as a multidisciplinary joint effort from databases, machine learning, and statistics, is championing in turning mountains of data into nuggets. Researchers and practitioners realize that in order to use data mining tools effectively, data preprocessing is essential to successful data mining. Feature selection is one of the important and frequently used techniques in data preprocessing for data mining. It reduces the number of features, removes irrelevant, redundant, or noisy data, and brings the immediate effects for applications: speeding up a data mining algorithm, improving mining

performance such as predictive accuracy and result comprehensibility. Feature selection has been a fertile field of research and development since 1970's in statistical pattern recognition machine Learning and data mining and widely applied to many fields such as text categorization image retrieval customer relationship management intrusion detection and genomic analysis.

Feature selection is a process that selects a subset of original features. The optimality of a feature subset is measured by an evaluation criterion. As the dimensionality of a domain expands, the number of features N increases. Finding an optimal feature subset is usually intractable and many problems related to feature selection have been shown to be **NP-hard**. A typical feature selection process consists of four basic steps. They are



1. Subset generation
2. Subset evaluation
3. Stopping criterion
4. Result validation.

WEB USAGE MINING Web usage mining is the application of data mining techniques on large web log repositories in order to extract useful knowledge about user's behavioral patterns. The primary data source in case of web usage mining is a web server log (or web access log). A Web server log is a textual file, independent of server platform, in which a Web server enters a record whenever a user requests for a resource. Analyzing the web access logs of different web sites can help understand the user behavior and the web structure, thereby improving the design of this colossal collection of resources.

Stages of Web Usage Mining

There are four stages of web usage mining

1. **Data Collection:** During this phase data is collected from various log files stored in various locations.
2. **Preprocessing:** This is the most important phase; it takes 80% of the effort of entire web usage mining process. During this phase data is extracted from logs files collected is cleaned and then users are identified and then sessions are made from users identified.
3. **Pattern Discovery:** This phase discovers various patterns followed by the user.
4. **Pattern analysis:** After patterns are discovered from web logs analysis is done using various query mechanism such as SQL to perform various OLAP operations.

Preprocessing Stage of Web Usage Mining

Whenever loading a particular web page, the browser also requests for all the

objects embedded in the page, such as .gif or .jpg graphics files. These requests for gif and jpeg files are also logged in log files. These requests have to be cleaned before any further analysis of user patterns. Thus click stream data stored in log files requires substantial preprocessing before user behavior can be analyzed. Preprocessing is second phase after data collection and most essential step before discovery and analysis. Input to preprocessing phase is log file. It is large in size and contains number of raw and irrelevant entries and therefore cannot be directly used in Web usage mining process. Preprocessing of log file is a very complex and painstaking job and it takes 80% of the total time of web usage mining process as whole.

A. Log File:

Log file is a plain text file which records information about each user which includes name, IP address, date, time, and bytes transferred, access request. Web server writes information in log file each time a user requests a resource from that particular site. When user submits request to a web server that activity is recorded in web log file. Log file size ranges from 1KB to 100MB. Log files give us information about pages requested in website, bytes sent from server to user and type of error occurred.

B. Location of Log Files: Log files are located in three different locations given below.

1. **Server:** These log files record usage of data of web server. These log file do not record cached pages visited. Data of these log files contains sensitive and personal information so web server keeps them closed.
2. **Proxy server:** Web proxy server is intermediary between user and web



server, it takes HTTP requests from user, gives them to web server, then result is passed from web server and returned to user. Client send request to web server via proxy server.

3. **Client browser:** These log files reside in client's browser window itself. This information can be recorded only if cookies are enabled. Cookies are pieces of information generated by a web server and stored in user's computer

C. Log File formats: Data in log files exists in three different formats:

1. W3C Extended log file format
2. NCSA (National Center for Supercomputing Application) common log file format
3. IIS log file format

The main motivation behind performing web usage mining is that the information stored in World Wide Web is increasing day by day and so is the user's demand to get right data. For getting right data user's navigational patterns have to be studied. For this various mining techniques have to be used which will help us to extract meaningful patterns and relationship from large data. In the field of web usage mining researchers have done considerable research but rapid development of internet makes these studies lag behind.

Software has been created to perform Data Cleaning and User Identification using algorithms proposed by for data cleaning, Field extraction and for user identification using Java and data extracted is stored in SQL server.

Data cleaning:

Data cleaning is second stage after the storage of log file in table. This stage is

performed to remove the unnecessary content which includes requests for images, styles and scripts or other files. This stage is the most simplest of all stages as it consists of only filtration of the data. During this stage all URLs with jpeg, gif and .css extensions are removed using algorithm.

Field Extraction:

During the stage fields are extracted from log file and is stored in excel file. Records extracted in MS Excel are then stored in SQL server to perform data cleaning and user identification. Fields extracted from excel file are URL name and IP address. It also includes SNO field to find out number of records extracted.

User/IP Address identification:

During this stage unique users having same IP address are identified using algorithm. Logic used is "If IP address is same but browser version or operating system is different then it represents different user."

Session identification:

Web log mining covers a long time periods, therefore users may access the site more than once. Session identification is in order to divide the access records into several accessing sequences, in which the pages are requested at the same time. Traditional session identification algorithm is based on a uniform and fixed timeout. While the interval between two sequential requests exceeds the timeout, new session is determined.

A user session can be defined as a set of pages visited by the same user within the duration of one particular visit to a website. A user may have a single or multiple sessions during a period. Once a user was identified, the click stream of each user is portioned into logical clusters. The method of portioning into sessions is called as Sessionization.



Pattern Discovery and Analysis: Once user transactions have been identified, a variety of data mining techniques are performed for pattern discovery in web usage mining. These methods represent the approaches that often appear in the data mining literature such as discovery of association rules and sequential patterns and clustering and classification etc., Classification is a supervised learning process, because learning is driven by the assignment of instances to the classes in the training data. Mapping a data item into one of several predefined classes is done.

Clustering: Clustering is a technique to group users exhibiting similar browsing patterns. Such knowledge is especially useful for inferring user demographics in order to perform market segmentation in Ecommerce applications or provide personalized web content to pages. Sequential Patterns are used to find inter-session patterns such that the presence of a set of items followed by another item in a time-ordered set of sessions. By using this approach, web marketers can predict future visit patterns which will be helpful in placing advertisements aimed at certain user groups. Pattern Analysis is the last stage of web usage mining. Mined patterns are not suitable for interpretations and judgments. So it is important to filter out uninteresting rules or patterns from the set found in the pattern discovery phase. In this stage tools are provided to facilitate the transformation of information into knowledge. The exact analysis methodology is usually governed by the application for which Web mining is done. Knowledge query mechanism such as SQL is the most common method of pattern analysis. Another method is to load usage data into a data cube in order to perform OLAP operations.

WEB Usage Mining Applications:

Users' behavior is used in different applications such as Personalization, e-commerce, to improve the system and to improve the system design as per their interest etc., Web personalization offers many functions such as simple user salutation to more complicate such as content delivery as per users interests. Content delivery is very important since nonexpert users are overwhelmed by the quantity of information available online. It is possible to anticipate the user behavior by analyzing the current navigation patterns with patterns which were extracted from past web log.

Conclusion:

Web sites are one of the most important tools for advertisements in international area for universities and other foundation. The quality of a website can be evaluated by analyzing user accesses of the website. To know the quality of a web site user accesses are to be evaluated by web usage mining. The results of mining can be used to improve the website design and increase satisfaction which helps in various applications. Log files are the best source to know user behavior. But the raw log files contains unnecessary details like image access, failed entries etc., which will affect the accuracy of pattern discovery and analysis. So preprocessing stage is an important work in mining to make efficient pattern analysis. To get accurate mining results user's session details are to be known. The survey was performed on a selection of web usage methodologies in preprocessing. More concentration is done on preprocessing stages like field extraction, User/IP Address identification, and session identification. In future we can create more efficient session reconstructions through graphs



and mining the sessions using graph mining as quality sessions gives more accurate patterns for analysis of users.

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Decision Making Power in Household and Farm Activities- A Gender Difference Study

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Abstract

In recent times, the rural households have come to occupy an important position in development studies. Because it was seen as the social mechanism through which, to at least some degree, all individuals' welfare and decisions are determined based on assets and resource availability. The social, economic and cultural conditions of the area determine women's participation in home and farm activities. It also varies from region to region and within a region, their involvement varies among different farming systems, castes, classes and socio- economic status. Results revealed that Household decisions like cooking a particular food, amount spent on food grains, milk, meat were mainly taken by females where as farm related decisions like agricultural produce, use of agricultural produce, buying and selling of land, livestock etc. were taken by males.

Key Words: Decision making, Household, Farm, Gender

Introduction:

According to the 2001 census of India, about 74per cent of women were involved in agriculture and allied activities out of a total female working population (Anonymous, 2005). The data showed that there was a sharp decline of 11per cent of women in the agriculture sector in comparison to the 1991 census. But, agriculture in India is still a family enterprise where the family participates as a unit and the share of women is half of the human resource in farming. The social, economic and cultural conditions of the area determine women's participation in home and farm activities. It also varies from region to region and within a region, their involvement varies among different farming systems, castes, classes and socio- economic status (Swaminathan, 1985). In most

parts of the country, women of higher caste and socioeconomic status are not allowed to participate in on-farm activities. In poor families, the women are the main performers in the field and income earned by them goes directly into the food basket of the family. The contribution of women in the economic development and social transformation are pivotal. Rural women who are engaged in agriculture form 78 per cent of all women in regular work. Women had an active role and extensive involvement in crop production, livestock production, forest resource management and fishery processing. Lal and Khurana (2011) in their study on "Gender issues: Role of women in agriculture sector" highlighted that rural women were the major contributors in agriculture and its allied fields. Her work ranges from crop production, livestock production to



cottage industry, from household and family maintenance activities to transporting water, fuel and fodder.

Methodology

The present study provides the detailed information about the "Decision Making Power in Household and Farm Activities- A Gender Difference Study". An exploratory research design was adopted to study the information related decision making power in household and farm activities. A total of eighty households (Pamidipadu – 40 households, J.C.Agraharam – 40 households) were selected from the two villages to study Gender decision making power in household and farm related activities in the selected rural households. Eighty men and eighty women were selected from the two villages out of which forty men and forty women were selected from J.C.Agraharam village and forty men and forty women were selected from Pamidipadu village. The key informants for the study were the principal couple – head of the household and spouse within the household.

The household inventory asked about the household related decisions like home management, household budget, and expenditure on education of children, health care of family members, savings and capital transactions. And farm related decisions like agricultural process, labour allocation, livestock related, purchasing farm inputs and disposal of farm produce.

Results and discussion

Table 1 clearly indicated that cooking a particular food is mainly the decision of females (95%) in both the villages,

whereas only five per cent of decisions were taken jointly. Regarding the decisions related to construction of a new house and repairing and renovation of existing house were mostly taken jointly (62.5%).

Regarding household budget, decisions like amount spent on consumption for milk, meat, fruits and vegetables were taken by both males and females. About fifty one per cent of decisions were taken jointly for buying food and other household durables followed by individual decisions by 35 per cent of males and 13.75 per cent of females. More than half of the decisions were taken jointly for buying clothes and amount spent on clothing from both the villages. An equal percentage of decisions were taken by male individuals and jointly by both males and females (41.25%) regarding education of children followed by 8.75 per cent by females.

While decisions about health care of family members were taken jointly (58.75%). Regarding entrepreneurial capital transactions most of the decisions were taken by males (58.75%) followed by joint decisions (38.75%). About 47.5 per cent of decisions were taken jointly for savings and other capital transactions. Nearly 71.25 per cent of decisions related to buying and selling of jewellery and movable property were taken jointly in both the villages.

Child related decisions were taken mostly by males when compared to females while for level of education and deciding on age of schooling decisions were taken jointly. Women don't have decision making power regarding the marriage age of child and amount of expenses to be spent on marriage. It was mainly joint decisions (87.5%)



followed by men (12.5%) in both the villages.

The results were on par with study conducted by Pandey *et al.* (2011) on gender involvement in decision making of on farm and off farm activities. The results clearly showed that in food, feed and fodder production male farmers mainly took decisions. In case of animal husbandry and household aspect, most of the decisions were mainly taken by both male and female farmers by consulting each other.

From the table 2 it was observed that decisions related to agriculture process were taken mostly by the male respondents followed by joint and individual decisions by females. Regarding labour allocation decisions most of the decisions were taken by female except is arraigning wages to the labour and hiring the labour. Decisions related to livestock were taken by females in both the villages.

Decisions related to capital transactions like buying and selling of land and livestock were taken jointly. About 62.50 per cent of male respondents have decision making power regarding buying farm inputs and implements. Decisions related to disposal of farm produce indicated that 63.75 per cent of male respondents could decide about their selling of food grains. Study on exploring the gender involvement in agricultural decision making in rural areas of Pakistan indicated that women were actively involved in agricultural practices but the degree of involvement of men and women vary according to different activities like crop production, crop protection, marketing, poultry production and livestock management. There were also many cultural, social

and physical obstacles for low participation of female folk in agriculture extension services. (Nosheen et al. 2008)

Conclusion

Decision making involves the selection of a course of action from among two or more possible alternatives in order to arrive at a solution for a given problem. The results of this study also proved that there was gender difference with regard to household and farm related decisions. Decisions related to home management like cooking a particular food was taken by females whereas as construction of a new house and repairing and renovation of existing house were mostly taken jointly. Regarding household budget, decisions like amount spent on consumption for milk, meat, fruits, vegetables, buying clothes, amount spent on clothing and health care of family members were taken by both males and females. Decisions related to education of children were taken by males. Regarding entrepreneurial capital transactions most of the decisions were taken by males. Decisions related to buying and selling of jewellery and movable property were taken jointly in both the villages. Women don't have decision making power regarding the marriage age of child and amount of expenses to be spent on marriage. Decisions related to agriculture process and buying farm inputs implements were taken mostly by the male respondents. With regard to labour allocation, most of the decisions were taken by female except in arranging wages to the labour and hiring the labour. Decisions related to livestock were taken by females and decisions related to capital transactions like



buying and selling of land and livestock were taken jointly.

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Table 1 Distribution of sample according to the household related decisions

S.No	Decision related areas	Jc Agraharam (n=80)			Pamidipadu (n=80)			Total(N=160)		
		Men (%)	wome n (%)	Join t (%)	Men (%)	wo me n (%)	Join t (%)	Men (%)	wo me n (%)	Join t (%)
A										
Home Management										
1	Cooking a particular food	0 (-)	39 (97.50)	1 (2.50)	0 (-)	37 (92.50)	3 (7.50)	0 (-)	76 (95.00)	4 (5.00)
2	Construction of a new house	23 (57.50)	0 (-)	17 (42.50)	7 (17.50)	0 (-)	33 (82.50)	30 (3.50)	0 (-)	50 (62.50)
3	Repairing and renovation of existing home	23 (57.50)	0 (-)	17 (42.50)	7 (17.50)	0 (-)	33 (82.50)	30 (3.50)	0 (-)	50 (62.50)
B										
Household budget										
1 Amount spent on consumption										
	Food grains	15 (37.50)	8 (20.00)	17 (42.50)	11 (27.50)	17 (42.50)	12 (30.00)	26 (32.50)	25 (31.25)	29 (36.25)
	Milk, meat, tea, coffee etc.	16 (40.00)	11 (27.50)	13 (32.50)	10 (25.00)	18 (45.00)	12 (30.00)	26 (32.50)	29 (36.25)	25 (31.25)
2 Purchasing necessary items										
a	Buying food materials/ household items/ household durables	16 (40.00)	6 (15.00)	18 (45.00)	12 (30.00)	5 (12.50)	23 (57.50)	28 (35.00)	11 (13.75)	41 (51.25)
b	Buying clothing and amount to be spent	16 (40.00)	5 (12.50)	19 (47.50)	9 (22.50)	6 (15.00)	25 (62.50)	25 (31.25)	11 (13.75)	44 (55.00)
3 Expenditure on										
	Education of children	19 (47.50)	2 (5)	19 (47.50)	21 (52.50)	5 (12.50)	14 (35)	40 (50)	7 (8.75)	33 (41.25)
	Health care for family members	6 (15.00)	2 (5.00)	32 (80.00)	20 (50.00)	5 (12.50)	15 (37.50)	26 (32.50)	7 (8.75)	47 (58.75)
	Festival & Special occasions	5 (12.50)	12 (30.00)	23 (57.50)	9 (22.50)	6 (15.00)	25 (62.50)	14 (17.50)	18 (22.50)	48 (60.00)
4	Entrepreneural capital transactions	18 (45.00)	2 (5.00)	20 (50.00)	29 (72.50)	0 (-)	11 (27.50)	47 (58.75)	31 (38.75)	31 (38.75)
5	Saving and other capital transactions	2 (5.00)	18 (45.00)	20 (50.00)	19 (47.50)	2 (5.00)	18 (45.00)	21 (26.25)	20 (25.00)	38 (47.50)
	Buying jewellery and other movable property	0 (-)	10 (25.00)	30 (75.00)	13 (32.50)	0 (-)	27 (67.50)	13 (16.25)	10 (12.50)	57 (71.25)



	Selling jewellery and other movable property	0 (-)	10 (25.00)	30 (75.00)	14 (35.00)	0 (-)	26 (65.00)	14 (17.50)	10 (12.50)	56 (70.00)
C	Child-Related									
1	Deciding on children's purchases	18 (45.00)	2 (5.00)	20 (50.00)	19 (47.50)	6 (15.00)	15 (37.50)	37 (46.25)	21 (26.25)	35 (43.75)
2	Deciding on medical treatment	19 (47.50)	1 (2.50)	20 (50.00)	19 (47.50)	6 (15.00)	15 (37.50)	38 (47.50)	20 (25.00)	35 (43.75)
3	Deciding on the age of schooling	16 (40.00)	1 (2.50)	23 (57.50)	20 (50.00)	5 (12.50)	15 (37.50)	36 (90.00)	6 (7.50)	38 (47.50)
4	Level of education	16 (40.00)	1 (2.50)	23 (57.50)	21 (52.50)	5 (12.50)	14 (35.00)	37 (46.25)	6 (7.50)	37 (46.25)
5	Saving and other capital transactions	18 (45.00)	2 (5.00)	20 (50.00)	20 (50.00)	5 (12.50)	15 (37.50)	38 (47.50)	7 (8.75)	35 (43.75)
a	Government	16 (40.00)	1 (2.50)	6 (15.00)	8 (20.00)	3 (7.50)	9 (22.50)	24 (30.00)	4 (5.00)	15 (18.75)
b	Private	3 (7.50)	0 (-)	37 (92.50)	16 (40.00)	2 (5.00)	22 (55.00)	19 (23.75)	2 (2.50)	59 (73.75)
c	Marriage age of son/daughter	6 (15.00)	0 (-)	34 (85.00)	4 (5.00)	0 (-)	36 (90.00)	10 (12.50)	0 (-)	70 (87.50)
d	Amount of expenses to be spent on marriage	6 (15.00)	0 (-)	34 (85.00)	4 (5.00)	0 (-)	36 (90.00)	10 (12.50)	0 (-)	70 (87.50)

(* Figures in parenthesis indicate percentages)

Table 2 Distribution of sample according to the farm related decisions

S.No	Decision related areas	Jc Agraharam (n=73)			Pamidipadu (n=70)			Total (N=143)		
		Men (%)	women (%)	Joint (%)	Men (%)	women (%)	Joint (%)	Men (%)	women (%)	Joint (%)
A.	Agricultural process									
1	Kinds of crop to grow	17 (42.50)	2 (5.00)	14 (35.00)	20 (50.00)	0 (-)	10 (25.00)	37 (46.25)	2 (2.50)	24 (30.00)
2	No. of crops to be grown and area given to a particular crop	17 (42.50)	2 (5.00)	14 (35.00)	25 (62.50)	0 (-)	10 (25.00)	42 (52.50)	2 (2.50)	24 (30.00)
3	Use of own or improved seeds	17 (42.50)	2 (5.00)	14 (35.00)	26 (65.00)	0 (-)	4 (10.00)	43 (53.75)	2 (2.50)	18 (22.50)
4	Use of cash	17 (42.50)	2 (5.00)	14 (35.00)	25 (62.50)	0 (-)	5 (12.50)	42 (52.50)	2 (2.50)	19 (23.75)



5	Use family labour or hired labour	14 (35.00)	4 (10.00)	12 (30.00)	23 (57.50)	1 (2.50)	2 (5.00)	37 (46.50)	5 (6.25)	14 (17.50)
6	Involvement of Children in farm works	2 (5.00)	4 (10.00)	8 (20.00)	21 (52.50)	0 (-)	2 (5.00)	23 (28.75)	4 (5.00)	10 (12.50)
7	Time allocated to different activities	4 (10.00)	17 (42.50)	9 (22.50)	25 (62.50)	0 (-)	5 (12.50)	29 (36.25)	17 (21.25)	14 (17.50)
8	Use of implements	17 (42.50)	2 (5.00)	14 (35.00)	27 (67.50)	0 (-)	3 (7.50)	44 (55.00)	2 (2.50)	17 (21.25)
9	Type and Use of fertilizers	17 (42.50)	2 (5.00)	14 (35.00)	27 (67.50)	0 (-)	3 (7.50)	44 (55.00)	2 (2.50)	17 (21.25)
10	Quantity of fertilizer to use	17 (42.50)	2 (5.00)	14 (35.00)	27 (67.50)	0 (-)	3 (7.50)	44 (55.00)	2 (2.50)	17 (21.25)
11	Type and Use of pesticides	17 (42.50)	2 (5.00)	14 (35.00)	27 (67.50)	0 (-)	3 (7.50)	44 (55.00)	2 (2.50)	17 (21.25)
12	Quantity of pesticides to use	17 (42.50)	2 (5.00)	14 (35.00)	27 (67.50)	0 (-)	3 (7.50)	44 (55.00)	2 (2.50)	17 (21.25)
13	Type and use of irrigational sources	3 (7.50)	25 (62.50)	5 (12.50)	28 (70.00)	0 (-)	2 (5.00)	31 (38.75)	25 (31.25)	7 (8.75)
14	Number of times the field should be irrigated	2 (5.00)	28 (70.00)	3 (7.50)	28 (70.00)	0 (-)	2 (5.00)	30 (37.50)	28 (35.00)	5 (6.25)
15	Construction of irrigation facilities	26 (65.00)	2 (5.00)	2 (5.00)	28 (70.00)	0 (-)	2 (5.00)	54 (67.50)	2 (2.50)	4 (5.00)
16	Plant protection	3 (7.50)	24 (60.00)	6 (15.00)	28 (70.00)	0 (-)	2 (5.00)	31 (38.75)	24 (30.00)	8 (10.00)
17	Post-harvest including harvest decisions	3 (7.50)	24 (60.00)	6 (15.00)	28 (70.00)	0 (-)	2 (5.00)	31 (38.75)	24 (30.00)	8 (10.00)
18	Use of technology	3 (7.50)	23 (57.50)	6 (15.00)	28 (70.00)	0 (-)	2 (5.00)	31 (38.75)	23 (28.75)	8 (10.00)
B	Labour Allocation									
1	Arranging wage labour	9 (22.5)	21 (52.50)	2 (5.00)	23 (57.50)	5 (12.50)	2 (5.00)	32 (40.00)	26 (32.50)	4 (5.00)
2	Hiring locally available labour	27 (67.50)	5 (12.50)	0 (-)	18 (45.00)	7 (17.50)	5 (12.50)	45 (56.25)	12 (15.00)	5 (6.25)
3	Hiring labour from other villages	10 (25.00)	16 (40.00)	0 (-)	6 (15.00)	17 (42.50)	5 (12.50)	16 (20.00)	33 (41.25)	5 (6.25)
4	Number of	19	12	1	5	22	3	24	34	4



	labours to be hired	(47.50)	(30.00)	(2.50)	(12.50)	(55.00)	(7.50)	(30.00)	(42.50)	(5.00)
5	Deciding others work outside home	14 (35.00)	15 (37.50)	11 (27.50)	3 (7.50)	24 (60.00)	3 (7.50)	17 (21.25)	39 (48.75)	14 (17.50)
6	Deciding own work outside home	13 (32.50)	16 (40.00)	11 (27.50)	3 (7.50)	24 (60.00)	3 (7.50)	16 (20.00)	40 (50.00)	14 (17.50)
C	Livestock Related									
1	Types of livestock to be kept	12 (30.00)	8 (20.00)	8 (20.00)	2 (5.00)	8 (20.00)	2 (5.00)	14 (17.50)	16 (20.00)	10 (12.50)
2	Number of livestock to be kept	12 (30.00)	8 (20.00)	8 (20.00)	1 (2.50)	9 (22.50)	2 (5.00)	13 (16.25)	17 (21.25)	10 (12.50)
3	Feeding of livestock	12 (30.00)	8 (20.00)	8 (20.00)	3 (7.50)	8 (20.00)	1 (2.50)	15 (18.75)	16 (20.00)	9 (11.25)
4	Vaccination of animals	9 (22.50)	10 (25.00)	9 (22.50)	2 (5.00)	3 (7.50)	1 (2.50)	11 (13.75)	13 (16.25)	10 (12.50)
5	Treatment of sick animals	9 (22.50)	10 (25.00)	9 (22.50)	2 (5.00)	10 (25.00)	0 (-)	11 (13.75)	20 (25.00)	9 (11.25)
D	Capital transactions									
1	Buying/selling of land	16 (40.00)	0 (-)	21 (52.50)	15 (37.50)	0 (-)	14 (35.00)	31 (38.75)	0 (-)	35 (43.75)
2	Buying/selling of livestock	14 (35.00)	0 (-)	19 (47.50)	10 (25.00)	0 (-)	7 (17.50)	24 (30.00)	0 (-)	26 (32.50)
E	Purchasing farm inputs									
1	Buying farm inputs	24 (60.00)	0 (-)	8 (20.00)	26 (65.00)	0 (-)	4 (10.00)	50 (62.50)	0 (-)	12 (15.00)
2	Buying farm implements	24 (60.00)	0 (-)	7 (17.50)	26 (65.00)	0 (-)	4 (10.00)	50 (62.50)	0 (-)	11 (13.75)
F	Disposal of farm produce									
1	Selling of food grains	24 (60.00)	3 (7.50)	5 (12.50)	27 (67.50)	0 (-)	3 (7.50)	51 (63.75)	3 (3.75)	8 (10.00)
2	Selling of vegetables	3 (7.5)	0 (-)	0 (-)	0 (-)	3 (7.50)	0 (-)	3 (3.75)	3 (3.75)	0 (-)

(*Figures in parenthesis indicate percentages)



జానపద కళారూపాలు – స్త్రీల పాత్ర (Janapada Kalarupalu-Streela Patra)

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“జనపదం” అంటే పల్లెటూరు ; జనపదాలలో నివసించేవారే జానపదులు. జానపదులు ప్రదర్శించే కళలను జానపద కళారూపాలంటారు. సంప్రదాయపరంగా మనకు అరవైనాలుగు కళలున్నాయి. వానిలో కవిత్యం, సంగీతం, చిత్రలేఖనం, శిల్పం, నాట్యం అనేవి - లలితకళలు. అయితే జానపదుల నృత్యాన్ని, సంగీతాన్ని, రూపకాన్ని, చిత్రలేఖనాన్ని జానపద కళలుగా పేర్కొంటారు. ఇవేగాక వాలి సంస్కృతిని ప్రదర్శిస్తూ సంప్రదాయ పరంగా వస్తున్న జానపదుల చేతి పనులలో వాలి హస్తకళా నైపుణ్యాలు కూడా వ్యక్తం చేయబడుతున్నాయి. జానపద విజ్ఞానంలో జానపద స్త్రీలు ఒక ముఖ్యపాత్ర వహిస్తున్నారు. కళలను ప్రదర్శించే సమయంలో పురుషులే స్త్రీ పాత్రలను ధరించేవారు. కాలక్రమంలో జానపదకళల ప్రదర్శన విధానాలలో చోటుచేసుకున్న మార్పుల కారణంగా స్త్రీ పాత్రల్ని, స్త్రీలే ధరించడం ప్రారంభమైంది. స్త్రీలు ప్రదర్శించేవే కాకుండా, స్త్రీలకు సంబంధించిన సాంఘిక, మతాంశాలకు సంబంధించినవి కూడా ఉన్నాయి.

జానపద కళారూపాలన్నింటిలోనూ స్త్రీలు వహించే పాత్ర ఎనలేనిది. నృత్యం, సంగీతం, సాహిత్య కళల్లో స్త్రీలకు పురుషులతో పాటు సమానమైన స్థానం ఉంది. కాని జానపద ప్రదర్శనా కళల్లో మాత్రం స్త్రీలకు అంతగా ప్రవేశం లేదని చెప్పకతప్పదు. ప్రాచీన నాగరిక సమాజంలోని స్త్రీకి నాటకరంగంలో ప్రవేశం లభించని కారణంగానీ, గృహానికే పరిమితమైనందు వలన గానీ స్త్రీకి ప్రదర్శనా కళల్లో స్థానం లభించి ఉండకపోవచ్చును.

స్త్రీల నృత్యకళారూపాలు : జానపద నృత్యకళారూపాల్లో కొన్ని వినోద, ఉల్లాసాలకు సంబంధించినవి కాగ మరకొన్ని జీవనోపాధికి వృత్తిగా స్వీకరించినవి. స్త్రీల నృత్యాలధికంగా బృందనృత్యాలు, కర్తకాండ సంబంధమైనవి. వాద్యపరికరాలు లేకపోయినా వీల నృత్యాలు సుందరమైన భావాలతో మధురమైన సంగీతంతో, కోమలమైన అంగవిన్యాసంతో కూడి ఉంటాయి. చూచేవారికి, ఆనందోత్సాహాలను కలిగిస్తాయి.

జానపద స్త్రీల ప్రధానమైన నృత్యాలలో బతుకమ్మ ఆట, గొబ్బి ఆట, జట్టి జాము, కోలాటం, దొమ్మరాటం, నోదె, శారదకథ, జోగు ఆట, తోలుబొమ్మలాట ముఖ్యమైనవి.

బతుకమ్మ : - ఇది తెలంగాణ స్త్రీల ప్రత్యేకమైన జానపద కళారూపం. రాక్షస సంహారిణి, భయంకర స్వరూపిణి అయిన దుర్గాదేవిని తెలంగాణా స్త్రీలు అతి సుకుమారమైన పూలరూపంలో పూజిస్తారు. ఆశ్చర్యకరమైన పాత్రమి సుండి మహర్షవతి వరకు తొమ్మిదిరోజులు బతుకమ్మ పండుగ జరుగుతుంది. పుట్టమట్టితో గోపురాకారంలో బొమ్మను చేసి వసుపు కుంకుమలతో, పూలతో అలంకరించి, పసుపుముద్దను చేసి గౌరవ ప్రతిరూపంగా భావించి దేవాలయంలోనో, చెరువు కట్టమీదో, కాలువగట్టు మీదో ఈ బతుకమ్మను ఉంచి సాయంకాలం సమయంలో స్త్రీలు దాని చుట్టూ చేరి చప్పట్లు కొడుతూ



లయాత్మకంగా అడుగులు వేస్తూ, పాటలు పాడుతూ, కొమ్మల కదలికలవలె, హంసల నడకలవలె, ధాన్యపు కంకుల ఊగులాటల వలె స్త్రీలు బతుకమ్మ నృత్యం చేస్తారు.

జట్టిజాము:- రాయలసీమ స్త్రీలు వెన్నెల రోజుల్లో ఆరుబయట గుండ్రంగా నిలబడి 'జక్కీ కి' అనే పలికరాన్ని వాయిస్తూ, పాటు పాడుతూ ఆడే ఆట జట్టిజాము. చైత్ర, వైశాఖ, కార్తీక, మార్గశిర మాసాల్లో ఈ ఆటను ఎక్కువగా ప్రదర్శిస్తుంటారు. ఈ ఆటలో గొబ్బి ఆటలోవలె గుండ్రంగా తిరగడంకానీ, కోలలతో ఆడటం కానీ ఉండదు. బాలికలు గుండ్రంగా ఏర్పడి తమకు రెండువైపుల ఉండే ఉబ్బి కత్తెలతో ఒకసారి కుడివైపుకు, మరొకసారి ఎడమవైపుకు ఓరగా తిరుగుతూ, ఉన్నచోటు నుండి కదలకుండా ప్రక్కవారి అరచేతులను తమ అరచేతులతో తడ్డా పాటలు పాడుతూ ఆడుతుంటారు.

గొబ్బిఆట:- సంగీత సాహిత్య నృత్యాల త్రివేణి సంగమం గొబ్బిఆట. సంక్రాంతి సమయంలో ఆంధ్ర ప్రాంతాల్లోని ప్రతి ఇల్లు పాడి పంటలతో ఆడపిల్లల గొబ్బినృత్యాలతో, పాటలతో, ముగ్గులతో మనోరంజకంగా ఉంటుంది. తెల్లవారుజామునే గోమయంతో గొబ్బెమ్మలను చేసి ఇంటి ముందు వేసిన ముగ్గులపైన పూలతో అలంకరించిన గొబ్బెమ్మలను పెట్టి వాటి చుట్టూతూ స్త్రీలు తిరుగుతూ, చేతులను తడ్డా "సుబ్బి గొబ్బెమ్మా నుఖములియ్యావే - తామరపువ్వులాంటి తమ్ముణ్ణియ్యావే చేమంతి పువ్వుంటి చెల్లెల్లియ్యావే - మల్లె పువ్వుంటి మగణ్ణియ్యావే" అని పాడుతుంటారు.

ఇలా గొబ్బిళ్ళ చుట్టూ ఆడి, పాడటం వల్ల స్త్రీల సౌభాగ్యం పెరుగుతుందని గౌరమ్మ సుమంగళులుగా దీవిస్తుందని స్త్రీల నమ్మకం.

కోలాటం:- చేతులలోని కోలలతో చేసే నృత్యం కోలాటం. కోలాటం జానపదుల వినోదకళారూపం. ఇది బృందనృత్యం. భారతదేశమంతటా కోలాటం వ్యాప్తిలో ఉంది. ఒకప్పుడు కోలాటంలో స్త్రీల పాత్ర ఎక్కువగా ఉండేదని చంద్రగిరి, శ్రీశైలం, లేపాక్షి, మాచెర్ల మొదలగు ప్రదేశాలలోని శిల్పాలు ద్వారా విదితమగుచున్నది. కోలాటాన్ని ఒకనాడు స్త్రీలు భరతనాట్యంలో లాగా పట్టుచీర, రవిక, ఆభరణాలు ధరించి, వాలుజడలోపూలు, కాళ్ళకు గజ్జెలు ధరించి కోలాటం ఆడేవారని నాటి శిల్పాలను బట్టి చెప్పవచ్చు.

నేటి కాలంలో స్త్రీలు కోలాటం వేయడం, బాగా తగ్గిపోయింది. అక్కడక్కడ జడ కోలాటం ఒక్కటే స్త్రీలు ఆడుతున్నారు. జడకోలాటం అంటే జానపదులు జడబిళ్ళను చెక్కతో గుండ్రంగా తయారుచేసి చుట్టూ రంధ్రాలు వేసి తాళ్ళతో వ్రేలాడతీస్తారు. ఒక్కొక్కరు ఒక్కో తాడును ఎడమచేత్తో పట్టుకుని కుడిచేత్తో చెక్కల్ని పట్టుకుని రకరకాల జడల్ని అల్లి తర్వాత విప్పుతూ ఒక్కోజడకు ఒక్కో గేయాన్ని పాడతారు. కోలాటం కూడా ప్రదర్శనా కళయే కాబట్టి అది స్త్రీల నుండి దూరమవుతుందని భావించవచ్చు.

దొమ్మరాటం:- ఒకప్పుడు దొమ్మరాటలు ప్రజలకు ఎంతో వినోదాన్ని ఆశ్చర్యాన్ని కలిగించేవి. దొమ్మరసాని గెడెక్కి గిరగిర తిరుగుతూ ఆడుతుంది. బిడ్డను గెడెక్కియ్య మీద పడుకోబెట్టి నుదుటిపై గెడను నిలబెట్టడం, తీగమీద నడవటం, తమపాడుగైన తలవెంట్రుకలకు బరువైన రాయిని కట్టుకొని పైకి ఎత్తి గిరగిర తిప్పటం లాంటివి దొమ్మరిసానులు చేస్తారు. వారు చేసే విన్యాసాలు ప్రాణాంతకమైనవి. దొమ్మరిసాని ఆటను వృత్తి కళారూపంగా చెప్పవచ్చు.

నోదె:- ఇది ఎరుకల స్త్రీలు చేప్పే మతసంబంధమైన జ్యోతిష్యంలాంటిది. ఇందులో కొంత లయాత్మకమైన, ఆకర్షణీయమైన ఎరుకచెప్పే విధానం ఉంటుంది. వీరు ' నోదెమ్మ నోదో' అంటూ తలమీద ఓ బుట్టలో వాక్కునిచ్చే దేవత అనే గవ్వలతో అలంకరించిన ఒక వస్తువును ఉంచుకొని 'అంబపలుకు జగదంబ పలుకు, కంచికామాక్షి పలుకు, బెజవాడ కనకదుర్గ పలుకు అంటూ ఆమ్మవారి ప్రతి రూపాలను పలుకుతూ నోదె చెబుతారు.

శారదకథ :- శారదకథ అనేది స్త్రీలు వంతలుగా ఉండే జానపద కళాప్రకారం. ఇందులో వంతలుగా ఉండే స్త్రీలు వాయించే తంబురలాంటి దానిని 'శారద ' అంటారు. శారదను ధరించి చెప్పే కథ. కనుక



దీనికి 'శారద కథ' అనే పేరువచ్చింది. శారదకథకు, బుర్రకథకు పోలిక చాలా కొట్టిచినట్టు కన్పించినా బుర్రకథలో వంతులు పురుషులు కాగా శారదకథలో వంతులు కేవలం స్త్రీలే.

జోగు ఆట:- ఆష్టాదశ పీఠాలలో ఒకటైన 'జోగులాంబ' పీఠం ఆలంపూర్లో ఉంది. ఈ దేవికి అంకితం చేయబడిన స్త్రీలను 'జోగు' వారంటారు. వీరు హరిజన కులానికి చెందినవారు. వీరు ఎక్కువగా తెలంగాణా ప్రాంతంలోనే ఉన్నారు. వీరు 'రేణుకా దేవి' ని సేవిస్తూ నృత్యాలు చేస్తుంటారు. వీరు పల్లె ప్రజల వినోదార్థం వివిధ ఆటలను ప్రదర్శించగలరు.

తోలు బొమ్మలాట:- అతి ప్రాచీనమైన కళారూపం తోలు బొమ్మలాట. తోలు బొమ్మలాటలో రామాయణ, భారత, భాగవతం మొదలైన వాటికి సంబంధించిన కథలను పాడుతూ తెరపైన బొమ్మలను పాటలకు అనుగుణంగా ఆడిస్తూ ప్రదర్శిస్తారు. ఆంధ్రాలోని రాయలసీమ, కోస్తా పాఠాల్లో పురుషులతో పాటు స్త్రీలు కూడా బొమ్మలను ఆడిస్తారు. కాగా తెలంగాణాలో మాత్రం కేవలం పురుషులే బొమ్మలను ఆడిస్తారు.

స్త్రీల నృత్యరూపాలన్నింటినీ పరిశీలిస్తే, వారి నృత్యాల్లో దొమ్మరాట, జోగులాట తప్ప మిగతా వన్నీ గృహాలకు మాత్రమే పరిమితమైనవని తెలుస్తుంది. ప్రసిద్ధిపొందిన యక్షగాన, బయలాటల్లో స్త్రీల పాత్ర ఏ మాత్రం లేదు. తెరవెనుక ఉండి ఆడించే తోలుబొమ్మలాటలో కూడా స్త్రీల పాత్ర స్వల్పమే.

జానపద స్త్రీల సంగీత సాహిత్య కళ:- సాంప్రదాయకంగా జనసముదాయంలో ప్రచారమైన సంగీతం జానపద సంగీతం. జానపద సంగీతం, సాహిత్యాలు పరస్పరాధారాలు మరియు పరస్పరాశ్రయాలు. జానపదగేయ సాహిత్యంలో స్త్రీల పాత్ర ప్రముఖమైనది. జానపద గేయ సాహిత్యంలో పురుషసాహిత్యం కంటే స్త్రీల సాహిత్యమే అధికమంటే అది అతిశయోక్తికాదు. పురుషులతో సమానం గా స్త్రీలు కూడా పనిపాటలలో పాల్గొంటారు. ఇంటి పనులు చేసుకుంటూ కూడా కూనిరాగాలు తీస్తుంటారు. పనులకు సంబంధించిన పాటలేకాకుండా ఇంట్లో పనిచేయునప్పడూ స్త్రీలకు చెందిన పండుగలకు, వ్రతాలకు, నోములకు, వివాహాది మొదలైన ఆచారవ్యవహారాలకు చెందిన స్త్రీల గేయ సాహిత్యం అనంతంగా కనిపిస్తుంది.

సార్వజనీనమైన కథలతో, సుందరమైన భావాలతో, అనుభవపూర్వకమైన పదావళితో, మనోజ్ఞ సంగీతంతో స్త్రీల పాటలు శోభిల్లుతుంటాయి. వివిధ పనులు చేస్తున్నప్పుడు తాము పనిచేస్తున్నామనే బాధను తొలగించుకోవడానికి అనేక పాటలను స్త్రీలు పురుషులతో పాటు పాడుతుంటారు. ఇంకా ఇంట్లో మజ్జిగ చిలుకుతూ, చిన్నపిల్లలను నిద్రబుచ్చుతూ, ఆడిస్తూ పాడే పాటలే కాకుండా పూజ ముగిసిన తర్వాత పాడే మంగళారతులకు చెందినవి కూడా ఉన్నాయి.

ఇంకా వ్రత గేయాల ద్వారా కూడా స్త్రీలు ఎంతో పుణ్యం సంపాదించుకుంటారు. ఆచార సంప్రదాయాలను కూడా తమ ఆడపిల్లలకు పాటల ద్వారానే తల్లులు నేర్పిస్తారు. స్త్రీలు తమ శారీరక నిర్మాణాన్ని అనుసరించి సరళమైన రాగాలతో మధ్యమ స్థాయిలోనే స్త్రీలు పాటలను పాడుతుంటారు.

సంగీతంలో వాద్యసంగీతం, గాత్రసంగీతం, సాహిత్యం అనేవి ప్రధానంగా ఉన్నాయి. స్త్రీలు వాద్యాలనుపయోగించే కళలలో తక్కువగానే పాల్గొంటారు. కోలాటం వంటి వాటిలో స్త్రీలు వాద్యాలను ఉపయోగిస్తారు. శారదకథలో కూడా పురుషుడు పాటలు పాడుతుంటే అతని భార్య వంతుపాటను తాను కూడా పాడుతూ 'శారద' అని పిలువబడే బుర్రను కొడుతుంటుంది.అయితే జానపద వాద్యపరికరాలన్ని పురుషులు ఉపయోగించటానికి వీలైనవే కానీ స్త్రీలకు కావు.

జానపద స్త్రీల గాత్ర సంగీతం జీవితంలోని అనేక ఉద్వేగాలకు చెందినది. అనందాన్ని, విషాదాన్ని, ఆవేశాన్ని ఆప్యాయతలను తెలియజేస్తుంటాయి. స్త్రీల సంగీతానికి సమ్మోహపరిచే శక్తికూడా ఉంది. ఆ శక్తి ద్వారానే స్త్రీలు తమ బిడ్డలకు లాలిపాటలు, జోలపాటలు పాడుతూ వారిని నిద్రలోకి జారుకునేటట్టు చేస్తాయి. స్త్రీలు వివిధ సందర్భాలలో పాడే, భక్తి పాటలు మనకు పరమానందాన్ని కలిగిస్తాయి. ఇతిహాస పురాణాల్లోను, కావ్య ప్రబంధాల్లోను కనిపించి అనంతర కాలంలో మరుగున పడిన స్త్రీల జీవనవిధానం,



మనస్తత్వం, అంతరంగ సౌందర్యం జానపద స్త్రీల గేయాలలో విలవిగా కనిపిస్తుంది.

జానపద స్త్రీల చిత్రకళలు :- గుహలలో నివసించిన నాడే మానవులు చిత్రాలను గీసేవారు. ఈ చిత్రాలను గీయడంలో స్త్రీలకు కూడా ప్రవేశం ఉండి ఉంటుంది. అంతేకాక చిత్రకళ అంటే కేవలం చిత్రాలు గీయడమే కాదు. జానపద స్త్రీల ముగ్గులు, కుడ్డచిత్రాలు మట్టి, పింగాణి పాత్రలపై వేసే చిత్రాలు, బట్టలు తయారు చేయునప్పుడు దానిపై చిత్రించే రూపాలు, గృహాలంకరణ కూడా చిత్ర కళలో భాగాలే. తెలుగు జానపద స్త్రీల చిత్రకళా సైపుణ్యానికి నిదర్శనం వారి ముగ్గులు. ప్రతి ఇంటా అనాదిగా ఆడపడుచులు ముగ్గులు పెట్టడం జరుగుతూనే ఉంది.

ఇలా ముగ్గులను చిత్రించటంలో ఆచారం, అందం, ఆరోగ్యాలు ఇమిడి ఉన్నాయని వారి విశ్వాసం. పూర్వం ఇంటి నుండి బయటకు పోయే పురుషులు స్త్రీలు చిత్రించిన ముగ్గుల ద్వారా తిథిని, వారాన్ని తెలుసుకునేవారట. స్త్రీలు పండగ సందర్భాలను కూడా తమ ముగ్గుల్లో సూచించేవారట. రథ సప్తమికి సూర్యుని రథాన్ని సంక్రాంతికి వైకుంఠవాకిళ్ళను, వినాయకచవితికి ఏనుగు పాదాన్ని, వసంతోత్సవ సందర్భంగా చిలుకను ముగ్గుల్లో వేస్తుంటారు. కేవలం చుక్కలు, గీతలు ద్వారా చెట్లు, పూలు, పక్షులు, జంతువులు, సూర్యచంద్రులను, శంఖుచక్రాలను తమ ముగ్గుల్లో చిత్రిస్తుంటారు. జాగ్రత్తగా పరిశీలిస్తే ప్రతి ముగ్గు ఒక సంకేతాన్ని తెలియజేస్తుంది. మట్టి పాత్రలపై గోడలపైన కూడా చిన్న చిన్న బొమ్మలను అందంగా జానపద స్త్రీలు చిత్రిస్తున్నారు. కొందరు స్త్రీలు వివిధ రూపాలలో అందమైన పచ్చబొట్లను చిత్రిస్తారు.

జానపద స్త్రీల హస్తకళలు:- హస్తకళల్లో జానపద స్త్రీలు ప్రముఖ పాత్ర వహిస్తారు. కారణం హస్తకళలు కుటీర పరిశ్రమ కావడమే. ఈ కళలు స్త్రీల సౌందర్యారాధనాసక్తిని తెలియజేస్తున్నాయి. అంతేకాకుండా వారి ఆర్థిక స్థితిని కూడా మెరుగుపరుస్తున్నాయి. దీని ద్వారా అనేకమంది స్త్రీలు జీవనోపాధిని పొందుతున్నారు. దీనిలో ముఖ్యమైనది 'లేసు పరిశ్రమ'. దీని ద్వారా నర్సాపురం పరిసరాలలోని ఎందరో స్త్రీలు జీవనోపాధిని పొందుతున్నారు. ఈ పరిశ్రమ అంతర్జాతీయంగా పేరు ప్రఖ్యాతులతో పాటు గిరాకీని పొందింది. ఇక్కడి స్త్రీలు వివిధాకృతులలో, సైజులలో గల లేసులను అల్లుతున్నారు.

ఇతరదేశాల వారిని కూడా ఆకర్షింపచేసే జానపదస్త్రీల మరొక హస్తకళ పరిశ్రమ కుట్టపని. రంగు దారాలతోనూ, అద్దాలతోనూ , చమ్కీలతోనూ, జలీతోనూ వివిధ రకాల కుట్టు పనులను వివిధ రకాల వస్త్రాలపై అందంగా కుడుతుంటారు. ఇవి ఎంతో ఆకర్షణీయంగా ఉంటాయి. బందరు కలంకాలి అద్దకంలో కూడా పురుషులతో సమానంగా స్త్రీలు పాల్గొంటారు. బట్టల మీద రంగులను అద్దటం కూడా స్త్రీల పనే. బొమ్మల తయారీలో కూడా స్త్రీలదే ముఖ్యపాత్ర. ఇంకా అందమైన బుట్టలను, చాపలను అల్లి అమ్ముతుంటారు.

పై విధంగా జానపద స్త్రీలు ఏ కళారూపాన్ని తీసుకున్న అది వారి జీవన విధానాన్ని, కళాసైపుణ్యాన్ని ప్రదర్శిస్తుంటుంది.

ఆధార గ్రంథాలు :-

1. అంధ్రుల జానపద విజ్ఞానం - డా || ఆర్వీయస్ సుందరం - ఆంధ్రప్రదేశ్ సాహిత్య అకాడమి, హైద్రాబాదు - 500004, 1983.
2. తెలుగు జానపద కళారూపాలు - ఆచార్య చిగిచర్ల కృష్ణారెడ్డి - పాట్టి శ్రీరాములు తెలుగు విశ్వవిద్యాలయం - హైద్రాబాదు - 500004 - 2014



జానపదుల గిరిజన నృత్యాలు (Janapada Girijana Nrutyalu)

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Guntur

జానపదం అంటే పల్లె లేదా గ్రామం. జనపథంలో ఉండేవారు జానపదులు జానపదులకు సంబంధించినది జానపదం. జానపదంలో సాహిత్యం భావ రూపంలోనూ. ప్రదర్శన రూపంలో ఉంటుంది. జానపదులంటే అనాగిరికులని మొరటు వారని కర్నకులనే అభిప్రాయం ఉండేది. ఇప్పుడు ఆ అభిప్రాయం మారిపోయినది. అక్షరజ్ఞానం లేనివారయినా వారి అనుభవసారాన్ని ఈ కాలంలో జానపద విజ్ఞానంగా అధ్యయనం చేయటం జరుగుతుంది.

జానపద విజ్ఞానంలో గిరిజన విజ్ఞానం అంతర్భాగం. గిరిజన పదం నుండి వచ్చినది గిరిజన విజ్ఞానం. గిరిజనుని జీవనం ప్రకృతిపై ఆధారపడి ఉంటుంది. కాబట్టి గిరిజన విశ్వాసాలు కళలు, ఆచారాలు అన్ని ప్రకృతిచుట్టూ ముడిపడిఉండడం సర్వ సాధారణం. అందు చేతనే గిరిజన నృత్యాలకు ఒక ప్రత్యేక శైలి ఏర్పడింది. ప్రారంభంలో జానపద విజ్ఞానంలో అంతర్భాగం అయిన గిరిజన విజ్ఞానం ఇప్పుడు జానపద విజ్ఞానానికే మూలమన్న స్థితికి చేరుకుంది.

గిరిజన నృత్యాలు

కొండ, కోనల్లో ప్రకృతి మాత ఒడిలో నిరంతరం శ్రమిస్తూ , ప్రకృతినే దేవతగా ఆరాదిస్తున్న గిరి పుత్రులు పండుగ వేళలలో శుభకార్యాలల్లో చేసే వివిధ రకాల విన్యాసాలను గిరిజన నృత్యాలగా బావింపవచ్చు. తెలుగు రాష్ట్రాలలోని వివిధ జిల్లాలో గిరిజనులు చేసే నృత్యాలను కొన్నింటిని గురించి పరిశీలిద్దాం.

1. ధింసా:

నవ్యాంధ్ర ప్రదేశ్ లోని అరకు లోయలో గిరిజనులున్నారు. వీరందరు సర్వ సాధారణంగా “ఒరియా” భాషనే మాట్లాడతారు. ఈ గిరిజనుల తెగల్లో వాల్మీకి ఒగల, ఖోండ్, కొందొర, కోరియా ప్రధానమైనవి. వీరంతా ప్రధానమైన పర్వదినాల్లో “ధింసా” నృత్యనంతరం సామూహిక భోజనాలు చేస్తారు. ఈ నృత్యవిధానం కార్యక్రమాన్ని “సంకిడికెల్వార్” అని “కిందిరి కెల్వార్” అంటారు. జోడు కొమ్ములు ఊదుతూ, రంగురంగు వినూత్న వస్త్రాలు ధరించి, సాంప్రదాయక ఆభరణాల అలంకరణలతో ఆ నృత్యాల్లో గిరిజనులందరూ పాల్గొంటారు. ఈ ధింసా “గుండేరిదింసా” “ఉస్కుదింసా” “బోడేదింసా” అని వివిధ విధాలుగా కనిపిస్తుంది. గుండేరి స్త్రీపేరు. ఆ పేరు పెట్టి పిలువగా ఓస్త్రీ వస్తుంది పురుషునితో చేతులు కలిపినృత్యం చేస్తుంది. దీనిని “ఉస్కుధింసా” అంటారు. బోడే అంటే పెద్ద అని అర్థం భాగ్ అంటే ఒరియాలో పెద్దపులి అని అర్థం.



గిరిజనులు “నిసాని” దేవతల పూజల సందర్భంగా ఎక్కువ గా ఈ దింసా నృత్యాన్నిచేస్తారు. స్త్రీ, పురుషుల వరుసలుగా నిలబడుతారు. వీపు మీదుగా ఒకరి చేతులు ఒకరు గట్టిగా పట్టుకుని లయబద్ధంగా అడుగుల వేస్తు వర్తులాకార పద్ధతితో నృత్యాలు చేస్తారు. వర్తులు చెదరకుండా నృత్యం కొనసాగుతుంది కుడి వైపున పురుషులు ఉంటారు. ఎడమ వైపున స్త్రీలు ఉంటారు. కుడివైపున మొదట ఉండే పురుషుడు కథానాయకుని వ్యవహరిస్తాడు. “కుండా ధింసా” లో స్త్రీ పురుషులు ఒకరి నొకరు భుజాలతో త్రోసుకుంటారు. భాయ ధింసాలో పూనకం వస్తుంది. బాయ అంటేనే పూనకం అని అర్థం. ఈ ధింసా గిరిజనుల సామూహిక నృత్యం కావటం విశేషం.

2. గోండుల గుసాడి:

తెలంగాణ రాష్ట్రంలోనిఆదిలాబాద్ జిల్లాలో నివసించే గోండులకు దీపావళి పెద్ద పండుగ గోండుల పురాణ గాదలలోని ధండారియా రేడ్, సిపిసెర్పారేడ్ అనే కథానాయకుల్ని అనుసరిస్తూ ప్రతియేటా ఈ పండుగరోజు గోండునృత్యాలు చేస్తారు. 20 నుండి 40 మందివరకు యువకులు నృత్యంలో పాల్గొంటారు. ఎక్కువమంది పాల్గొంటే దానిని ధండారి నృత్యం అంటారు. 2నుండి 5 గురు వరకే పాల్గొంటే గుసాడి నృత్యం అంటారు. ధండారి లో గుసాడి ఒకటి. నెమలి ఫించాలపాగ, గొర్రెపాటేలు కొమ్ములతో తీర్చి దిద్దబడివుంటుంది. కృత్రిమగడ్డాలతో మీసాలతో వేషం ఆకర్షనీయంగా వుంటుంది.

ధండారి లోకి గుసాడి బృందం అకస్మాత్తుగా ప్రవేశిస్తుంది. గుసాడి అంటే అల్లరి అని అర్థం ఈ రెండు నృత్యాల వారి చేతుల్లో కోలల వంగి కర్రలుంటాయి. బృంద నృత్యం నడుస్తుంది. దండారి గుసాడి రెండు నృత్యాలు ఏకకాలంలో నడుస్తున్నప్పుడు కోలాటంలోని రెండు ఉడ్డీల దృశ్యం కనిపిస్తుంది. ఒక్కసారి గుసాడిలు ప్రవేశించగానే దండారిలు చెల్లాచెదురు అవుతారు. చుట్టూచూస్తున్న వారికది వినోదంగా ఉంటుంది ఆట ముగిశాక ఆటగాళ్ళకు గ్రామస్తులు కాళ్ళుకడగిఆతిథ్యమిస్తారు.

3. కొండరెడ్ల మామిడి కోతనృత్యం:

ఖమ్మం జిల్లాలలోని గిరిజన తెగ కొండ రెడ్లు కొం ప్రాంతాలలోని గూడేలలో ఉంటారు. వీరు పోడు వ్యవసాయం చేస్తారు. మామిడి పండ్లను తెంపే రోజులలో ఈ రెడ్లు మామిడి కోతల నృత్యాలు చేస్తారు. తప్పెట నాట్యాల శబ్దాలకు లయ బద్ధంగా నృత్యాలు చేస్తారు. స్త్రీలు పురుషులు వేరు వేరుగా చెట్టా పట్టాలు కట్టి నృత్యాలలో పాల్గొంటారు. నృత్యాలలో ఒకసారి పాల్గొన్నా చివరివరకు స్త్రీలు పురుషులు కలవరు. ఇరువురికి అర చేతుల్లో గల గల లాడే వాయిద్యాలు ఉంటాయి. రెండు రకాల చర్మ వాయిద్యాలు కూడా ఈ నృత్యాలకు తోడ్పడతాయి. పురుషులు అడుగులు వేసే పద్ధతికి బేదం వుంటుంది. స్త్రీపాదాన్ని నేలకు తాకిస్తూ నాలుగు అడుగుల ముందుకు వేస్తారు. ఇలా ముందుకు వెళ్ళడం ప్రత్యేకంగా కనిపిస్తుంది. కుడి పాదంతో ఐ మూలగా నాలుగు అడుగులు ముందుకు వేసి ఒక అడుగు అలాగే వెనుకకు వేస్తారు. గుండ్రంగా మారి అందరూ కేంద్ర స్థానానికి ముందు వైపుకు పస్తారు. మళ్ళీ అలాగే వెనుకకు



వెళుతూ చేతిలోని వాయిద్యాలను గలగల లాడిస్తారు. కాళ్ళను యడంగా ఉంచి కూడా పాదంవెనుకకు ఎడమ పాదం ముందుగా వచ్చేలాగ గెంతుతారు. ఇది విశేషనర్తనం. పురుషుల నృత్యలంలో చర్మ వాయిద్యకారులు కూడా వారితో పాటే దూకుతారు. వేదిక మధ్యలో కనిపించే వాయిద్య కారులు తరువాత నటులలో కలిసిపోతారు వాయిద్య వేగాన్ని బట్టి నృత్య వేగం పెరుగుతుంది. సన్నివేశం పతాక స్థాయి అందుకోగానే పాటపూర్తి అవుతుంది. ఈ సందర్భంలో కొండరెడ్లు నృత్యాలమ్మను కొండదేవతలను ఆహ్వానిస్తూ సుదీర్ఘ గీతాలను ఆలకిస్తారు. ఆట రక్తికట్టినప్పుడల్లా మహా ఉత్సాహంతో కేకలు వేస్తారు. అర్ధరాత్రి విందుతో ప్రారంభం అయిన నృత్యం మరుసటిరోజు ఉదయం 11 గంటలకు పూర్తవుతుంది.

సామంతుల మయూరి నృత్యం:

శ్రీకాకుళం, విశాఖపట్టణం జిల్లాలోని దుర్గమ్మగిరి కందకాలలో జీవించే సామంతులు ఇప్పుడిప్పుడే జానపదులకు సన్నిహితులు అవుతున్నారు. సామంతులనే ఖోండు అని పిలుస్తారు. వీరి జీవనాధారం పోడు వ్యవసాయం. వనసంపద వీరి సంపద వీరు నిసించే స్థలాన్ని “ఖోండు ”ప్రాంతం అంటారు. పక్షులలో నెమలి అందమైనదిగా భావించి నెమలి అరుపులు శుభసూచికంగా భావిస్తారు. ఆకారణంగానే వారి నృత్యానికి మయూరి నృత్యం అని పేరు వచ్చినది. నడుము వెనుక బాగంలో నెమలి ఫించాల గుత్తిని కడుతారు. నడుము వంచినపుడు అది విచ్చుకుని అది అచ్చంగా నెమలి నృత్యమే అనిపిస్తుంది. తెల్లదోపతి పాదాలకు గజ్జెలు, నెత్తికి తటపాక దరిస్తారు. ఆ పాకాకు రంగు రంగుల గుడ్డపీలికలు చుడతారు. ఒక నృత్యం వరుని పక్షం వారి ఇంటి దగ్గర, ఒక నృత్యం వధువు పక్షం ఇంటివారి దగ్గర జరిగినట్లు అనిపిస్తుంది. ప్రారంభంలో అరచేతిని నోటి వద్దనుంచి నెమలిగా అరుస్తారు. వివాహంలో అశుభం జరుగరాదని దేవతలను ప్రార్థిస్తారు. మయూరిలాగా ముందుకు వంగి భూమాతకు సూర్య భగవానునికి నమస్కారం చేస్తారు వధు వరుల చుట్టూ ప్రదక్షనలు, వివాహానికై విజ్ఞాపనలు అడుగు ముందుకు వెనుకకు ప్రక్కలకు వేయటం గొంతు పుచ్చుకుని ప్రక్కతలకు గెంతటం వధువు కొరకై వరునిపక్షంవారి ప్రార్థనలు వరుని ఆపసోపాలతో అపురూపంగా ప్రదర్శితమౌతుంది. వరుని తన కొరకుపడే బాదచూడలేక వధువు వినమృతాలై ముందుకు వచ్చితన ఇష్టాన్ని ప్రకటిస్తుంది. అతరువార వధువుని సంరక్షిస్తున్న పద్ధతిలోనే నృత్యం సాగుతుంది. నృత్యం చివరిగట్టంలో వధువు వరుని ఇంటికి చేరుతుంది. అప్పుడందరూ కుడిచేతితో రుమాలు ఊపుతూ గుండ్రంగా తిరుగుతూ నృత్యం చేస్తారు కన్నుల పండుగగా నృత్యం ముగుస్తుంది.

5. భంజారులు లంబాడీ నృత్యం:

తెలంగాణ రాష్ట్రంలోని పాలమూరు, నల్గొండ, కరీంనగర్, రంగారెడ్డి, వరంగల్, ఇందేరు, ఆదిలాబాద్ మొదలగు ప్రాంతాలలో నివశించే లంబాడీలు చేసే సాంస్కృతిక ఉత్సవంలో బాగంగా జరిగే నృత్యం లంబాడీ నృత్యం. వీరందరూ గిరిజనులు అయిన వీరి ఆవాస ప్రాంతాలను తండాలు అంటారు. తెలంగాణాలోని అంబాడీ నృత్యాలను ఒక పవిత్రమైన ప్రక్రియగా భావిస్తారు. జననం మరణం మద్యజరిగే ప్రతికర్మ కాండలరు శోకోత్సవాన్ని ప్రదర్శించే



నృత్యం, ఉత్సవాలలోనూ జాతరలలోనూ ఈ నృత్యాలు ఉంటాయి. కొమిరెల్లి మల్లన్న జాతరలో, ఐనవోలు మల్లన్న జాతరలో వేములవాడ జాతరలో మన్యంకొడ జాతరలో లంబాడీ నృత్యం కనిపిస్తుంది. శ్రీ రాముడు వీరిదైవం. వీరి పూర్వకులు సుగ్రీవుని సంతతి వారని వీరివిశ్వాసం. తండాలో జెండా ఎత్తి నప్పుడు ఎదైనా ఉత్సవం జరిగినప్పుడు ఎవరైనా చనిపోయానప్పుడు మండలాకారంలో స్త్రీ, పురుషుల వేరువేరుగా ఉండి నృత్యం చేస్తారు. హెాలీ పండుగ సందర్భంలో వీరు గ్రామాల్లో నగరాల్లో కేరింతలు కొడుతూ నృత్యాలు చేస్తారు ప్రజలు ఇచ్చే కానుకలను స్వీకరిస్తారు. పాటలు పాడుతూ చేతులు పైకిఎత్తుతూ ముందుకు కుడికాలు వేస్తూ ఎడుమవైపుకు సాగతూ నృత్యం చేయటం ఈ నృత్యానికి ఉన్న ప్రత్యేకత. సుఖ దుఃఖాలను కలిసి పంచుకునే ఏకత లంబాడీ నృత్యాలలో స్పష్టంగా కనిపిస్తుంది.

గిరిజనుల నృత్యవైశిష్ట్యం:

గిరిజనులు నృత్యాలలో సంఘటిత దృక్పథం కనిపిస్తుంది. వర్ణ, వర్ణ వయేభేదాలతో ఆర్థిక వ్యత్యాసాలతో సతమతమౌతున్న ప్రజలయొక్క జీవన విదానం ప్రతిబింబిస్తుంది. దైవము, మతము కర్మకాండ మొదలైన అంశాలతో నిర్మించుకున్న వీరినృత్యం అందరినీ ఆశ్చర్యవంతులని చేస్తుంది. వీరి నృత్యం దైవ సంబంధమైన పూజా పురస్కారాలకు, ఆధ్యాత్మికతకు నిష్కలంకమైన ప్రకృతి ఆరాధనకు అద్దం పడుతుంది. గిరిజన నృత్యాలమీద మరిన్ని విస్తృత పరిశోధనలు జరిగినప్పుడు చరిత్రపుటలో అనేక కొత్త విషయాలు వెలుగు చూస్తాయని ఆసిద్ధాం.

ఆధార గ్రంథాలు:

1. తెలుగు సాహిత్య సమీక్ష (రెండవ సంపుటం) - ఆచార్య జి. నాగయ్య
నవ్య పరిశోధనా ప్రచురణ, సెప్టెంబరు 2009
2. జానపదగేయ సాహిత్యం - పు.చ 15-23
3. తెలుగు సాహిత్యం వ్యాసాల సంకలనం - బండ్ల పబ్లికేషన్స్, హైదరాబాదు 2010.



తెలుగు కవిత్వం - మైనారిటీ స్త్రీవాద జీవన చిత్రణ

సమాజం ఎప్పుడూ మార్పును ఆహ్వానిస్తూ వుంటుంది. సాంఘిక, రాజకీయ, మతోద్యమాలు ఆవిర్భవించటం మనకు తెలిసిన విషయమే. వీరశైవ ఉద్యమం, దేశిపదోద్యమం మొదలైనవి ప్రాచీన కవిత్వంలో కనిపిస్తాయి. అయితే వీటికంటే తీవ్రమైనవి, వ్యాప్తి కలవి ఆధునిక కవిత్వంలోని ఉద్యమాలని పేర్కొనవచ్చు. సాహిత్య ప్రక్రియల్ని అధిగమించే శక్తి కవిత్వానికి సహజంగానే వుంటుంది. కాబట్టి కవిత్వంలోనే ఉద్యమాల ప్రసక్తి కనబడుతోంది. దాదాపు నూరు సంవత్సరాల్లో సాంఘికంగా, రాజకీయంగా కవిత్వపరంగా ఆంధ్రదేశంలో అనేక ఉద్యమాలు తలెత్తాయి. వీటిలో కొన్ని స్వదేశీ ఉద్యమాలు కాగా, మరికొన్ని విదేశీ ఉద్యమాల ప్రభావం వల్ల ఉద్భవించినట్టివి. అలాంటి వాటిలో జాతీయోద్యమం, భావకవిత్వోద్యమం, అభ్యుదయ, దిగంబర, విప్లవ ఉద్యమాలు ముఖ్యమైనవి. వీటితో పాటు సమకాలీన కవిత్వ పోకడల్లో చెప్పుకోదగ్గవి: స్త్రీవాదం, దళితవాదం, మైనారిటీ వాదాలు.

స్త్రీవాద కవిత్వం - జీవన చిత్రణ :

19వ శతాబ్దంలో ప్రారంభమైన సంఘ సంస్కరణోద్యమాలన్నింటిలో “స్త్రీల” విముక్తి అత్యంత ప్రధానం అయ్యింది. దీనికి కారణం అనాటి భారతదేశంలోని స్త్రీల దుస్థితే. 19వ శతాబ్దం నాటికి భారత సామాజిక వ్యవస్థ పురుషాధిక్యత, పితృస్వామ్య వ్యవస్థని కలిగి వుంది. సంఖ్యాపరంగా స్త్రీలు సమాజంలో సగభాగమైనప్పటికీ, తరతరాలుగా భారత స్త్రీ సామాజికంగా ఆర్థికంగా, రాజకీయంగా అణచివేయబడి; అన్ని విషయాల్లోనూ, అన్ని స్థాయిల్లోనూ పురుషుల కింద అణగారినట్లు ఉండేవారు. బాల్యంలో తండ్రి పెంపకం కింద, యుక్త వయస్సులో భర్త అదుపాజ్ఞలలో, వృద్ధాప్యంలో కొడుకుల పోషణలో ఉండవలసి వచ్చేది. దురదుష్టవశాత్తు భర్త మరణిస్తే మిగిలిన జీవితాన్ని అమానుషమైన, అవమానకరమైన, బాధాకరమైన వైధవ్యంత గడవవలసి వచ్చేది.

స్త్రీ ఒక్క భార్యగా ఉండటం తప్ప ఆమెకు పుట్టుకతో వచ్చిన తన సృజనాత్మక శక్తిని, సామర్థ్యాల్ని, కోరికల్ని గానీ వ్యక్తీకరించే అవకాశమే లేదు. వీటితో పాటు బాల్య వివాహాలు, సతీసహగమనం, పరదా పద్ధతి వంటి అనేక సాంఘిక దురాచారాలు, వ్యవహారాలు స్త్రీని సాంఘిక వికలాంగురాలిగా చేశాయి. నాటి సమాజంలో ముస్లిం స్త్రీలు కూడా ఈ సమస్యలకు మినహాయింపేమీ కాదు. విస్తృత వ్యాప్తిలో ఉన్న దేవదాసీ, వేశ్యా వ్యవస్థల ద్వారా కొందరు స్త్రీలను ప్రజా ఆస్తిగా భావించేవారు. వారసత్వపు హక్కులు కానీ, ఆస్తి హక్కులు గానీ ఉండేవి కావు. ముస్లిం స్త్రీలకు ఆస్తి హక్కున్నా పురుషుడికి ఇచ్చే



వాటిలో సగ భాగమే ఇవ్వబడేది. స్త్రీలకు విడాకుల ప్రసక్తే ఉండేది కాదు. ముస్లిం స్త్రీలకు విడాకుల అవకాశం ఉన్నా అది పురుషులకు మాత్రమే అనుకూలించి స్త్రీలకు ఆ హక్కు ఒక శాపంగా పరిణమించింది.

19వ శతాబ్దంలో కొనసాగుతున్న ఇటువంటి సామాజిక కట్టుబాట్ల చట్రం నుండి భారత మహిళను విముక్తి చేసేందుకు కొందరు పాశ్చాత్య విద్యావంతులైన భారతీయ మేధావులు నడుంబిగించారు. స్త్రీ అణచబడి ఉన్నంత కాలం, మూఢ నమ్మకాలలో మునిగి ఉన్నంత కాలం సమాజం, దేశం బలహీనంగా ఉంటుందని భావించారు. సమాజంలో సమస్యలన్నింటికి ప్రధాన బాధితురాలు స్త్రీ కావడంతో తరతరాల పితృస్వామిక దాస్య శృంఖలాల నుండి స్త్రీని విముక్తి చేసేందుకు అనేక చర్యలు చేపట్టారు. ఇలాంటి పరిస్థితులు, పాశ్చాత్య విద్యా ప్రభావం వంటివి స్త్రీవాదానికి దారితీసాయని చెప్పవచ్చు.

మహిళాభ్యుదయానికి ఎనలేని కృషి చేసిన వారిలో ప్రముఖులు - కందుకూరి వీరేశలింగం. చలం తన రచనల ద్వారా స్త్రీ విముక్తిని కోరారు. రంగనాయకమ్మ తన నవలల ద్వారా స్త్రీ స్వేచ్ఛకి ప్రయత్నం చేశారు. 1975-85 దశకాన్ని ఐక్యరాజ్య సమితి అంతర్జాతీయ మహిళా దశాబ్దంగా ప్రకటించింది మార్క్సిస్టులు గానీ, విప్లవవాదులు గానీ స్త్రీల సమస్యల్ని పట్టించుకోలేదు. గత ఉద్యమాల్లో ఈ స్పృహ కన్పించదు. పాశ్చాత్య దేశాల్లో “ఫెమినిజం” తలెత్తింది. క్రీ.శ.18వ శతాబ్దానికి చెందిన ‘లేడి మేరీ వర్డ్లీ మాంటెగు (Lady mary wortly Mantagu), మేరీ వుల్స్టన్ క్రాఫ్ట్ (Mary wollstone craft) లాంటి రచయిత్రుల రచనల్లో స్త్రీవాద మూలాలు మొట్టమొదటగా కన్పిస్తాయి. ప్రముఖ స్త్రీవాద కవయిత్రి ‘సైమన్ దిబోవియర్’ రాసిన “సెకెండ్ సెక్స్”, మిలెట్ రాసిన “సెక్యుయల్ పాలిటిక్స్” వంటి గ్రంథాల ప్రభావం : ఇవన్నీ సాహిత్య సమాజంలో స్త్రీవాదం తలెత్తడానికి దోహదపడ్డాయి.

ఆంగ్లంలోని “ఫెమినిజమే” తెలుగులో స్త్రీవాదంగా అవిర్భవించింది. మానవ సమాజంలో సగభాగంగా ఉన్న స్త్రీల విముక్తికై, ఆత్మ చైతన్యానికై, ఆత్మాభిమానానికై రూపొందించబడిన ఆలోచనా ధోరణి స్త్రీవాదం. సమాజంలో అన్ని రంగాల్లోనూ స్త్రీకి సమాన భాగస్వామ్యం వుండాలనీ, స్త్రీల వ్యక్తిత్వం, జీవితం కొంత మంది చెప్పు చేతుల్లోకి లోబడి తీర్చిదిద్దబడే పరిస్థితి మారాలనీ, ముఖ్యంగా స్త్రీ తల్లిగా, భార్యగా మాత్రమే ముద్రవేయబడే ఒక లేబిల్ నుండి మనిషిగా గుర్తింపబడే స్థితికి రావాలని, దానికోసం సాంస్కృతికంగానూ, సామాజికంగానూ, సాహిత్యపరంగానూ మర్రి ఊడలపై విస్తరించి వున్న పురుష స్వామ్యపు భావజాలం పోవాలనీ ఈ భావాలతో సాగుతున్న ఉద్యమమే “ఫెమినిజం” అని స్త్రీ వాదులు వివరించారు.



ప్రారంభంలో స్త్రీవాద రచనలు కవిత్వంలో వెలువడలేదు. 1792 లో స్త్రీల హక్కుల గురించి చర్చించిన పుస్తకం మేరీహాల్ స్టోన్క్రాఫ్ట్ గారి “విండికేషన్ ఆఫ్ ది రైట్స్ ఆఫ్ విమెన్”; 1960 లో అమెరికన్ రచయిత్రి బెట్టీఫ్రీడన్ పుస్తకం “ది ఫెమినైన్ మిస్టిక్”; 1994 లో ఫ్రెంచి రచయిత్రి సైమన్ దిబోవియర్ రచన “ది సెకెండ్ సెక్స్”, ఆ తర్వాత సంచలనం రేపిన "Liberated Women" కథలు ఇలా అనేకం తెలుగు స్త్రీవాద కవిత్వోద్యమాన్ని ప్రభావితం చేసి ఉద్యమ చైతన్యం కల్పించిన రచనలే. 1975 నుండి స్త్రీవాద కవితలు వెలువడటం ప్రారంభమైనా 1980 నుంచే స్త్రీవాదం ఒక బలమైన ధోరణిగా విస్తరించటం ప్రారంభమయింది. అయితే 1972 లెహా ఓల్గా “ప్రతి స్త్రీ ఒక నిర్మల కావాలి” అనే కవిత రాయటం గమనార్హం. బహుశా ఇదే తొలి స్త్రీవాద కవిత కావచ్చు. 1990లో త్రిపురనేని శ్రీనివాస్ “గురిచేసి పాడే పాట” అనే కవితా సంకలనాన్ని “స్త్రీవాద కవితలు” అని మొదటిసారి వ్యవహరించారు. 1993 లో “నీలిమేఘాలు” అనే స్త్రీవాద కవితా సంకలనం వెలువడింది. సంచలనంగా ఉబికిన నిరసన జ్వాలలు పితృస్వామ్య వ్యవస్థని చుట్టుముట్టి కథన రూపంగా మార్చిన సన్నివేశ దృశ్యమే ఈ నీలిమేఘాలు. మన రాష్ట్రంలోని 93 మంది స్త్రీవాద రచయిత్రులు రచించిన ఈ నీలిమేఘాల కవితా సంకలనం కలకలం సృష్టించింది.

స్త్రీవాద రచయితలు, కవయిత్రులు తమ రచనల ద్వారా, కవితల ద్వారా స్త్రీల సమస్యల్ని, కష్టాల్ని, అనుభవాల్ని వెలుగులోకి తీసుకురావడమే కాక తెలుగు సాహిత్యానికి పుష్టి కలిగించాయనటంలో సందేహం లేదు. అయితే ఈ స్త్రీవాదంపై అనేక విమర్శలు కూడా లేకపోలేదు. అందులో ముఖ్యమైంది: స్త్రీవాద భావాలు మొత్తం స్త్రీ జాతికి ప్రాతినిధ్యం వహించడం లేదనే వాదం. ఈ నేపథ్యంలోనే దళిత, ముస్లిం మైనారిటీ స్త్రీవాద కవితావాదులు, ఉద్యమాలు పురుడుపోసుకున్నాయి.

మైనారిటీ వాదం - ప్రస్తావన :

భారతదేశం జనగణన ప్రకారం హిందువుల తర్వాత సంఖ్యాపరంగా ముస్లింలు, క్రైస్తవులు, సిక్కులు, జైనులు, బౌద్ధులు మొదలైవారు తర్వాతి స్థానాల్లో ఉన్నారు. దేశంలో హిందువులు తప్ప తక్కిన వారంతా దాదాపుగా అందరూ అల్ప సంఖ్యాకులే. కానీ అల్ప సంఖ్యాకులైన ముస్లింలు 1947లో అఖండ భారతదేశం రెండుగా విడిపోయినప్పటి నుండి దేశంలో మతపరంగా అణచివేతకు గురౌతూ ఎన్నో సమస్యల్ని అవమానాల్ని భరించి చివరకు విసిగివేసారి తీవ్రమైన తిరుగుబాటుల్ని చేస్తూ వస్తున్నారు. ఈ నేపథ్యంలోనే ముస్లింవాద కవిత్వం, సాహిత్యం లేదా ఉద్యమం పుట్టుకొచ్చింది.



ప్రపంచ వ్యాప్తంగా పరిస్థితుల్ని బట్టి తమ సమస్యలలో ప్రత్యేకత ఉందని, అల్ప సంఖ్యాక వర్గం కావడం వల్ల అభిద్రతాభావం నెలకొందని భావిస్తున్న ముస్లింల మనోభావాలను ప్రతిఫలించు రచిస్తున్న సాహిత్యమే మైనారిటీవాద సాహిత్యం. మైనారిటీవాద కవుల్లో ముఖ్యమైన వారు ఇస్మైల్, హనీఫ్, యాకుబ్, మహబూబ్, సైబాబ, దిలావర్, ఖాజా, ఖాదర్, మొహియుద్దీన్, ఇక్బాల్చంద్, షాజహానా, హరీఫ్, అప్పర్, గౌస్, మెహజబీన్ సలీం వంటి రచయితలు, కవులు, కవయిత్రులు కలరు. ప్రారంభంలో ముస్లింవాద కవిత్వం దళిత వాద కవిత్వంలో ఒక పాయగా ఉండేది. అయితే బాబ్రీ మసీదు విధ్వంసంతో ముస్లింవాదం ప్రత్యేక ధోరణిగా తలెత్తడం గమనార్హం.

మైనారిటీ స్త్రీవాదం :

ముస్లిం స్త్రీలలో కన్పించే సమస్యలు ఇతర మతాలకు చెందిన స్త్రీలలో కన్పించే సమస్యలకు భిన్నంగా ఉంటాయి. తమ మతంలోనే తమను పరాయివాళ్లుగా చూడటం, బురఖా నిబంధనలు, స్వేచ్ఛ లేకపోవడం లాంటి అణచివేతలకు వ్యతిరేకంగా ముస్లిం స్త్రీవాదులు పెదవి విప్పారు. మైనారిటీ ఆచార సంప్రదాయాల్లో స్త్రీలకు వ్యక్తిత్వం లేకపోవటం, స్త్రీల వయస్సుతో పాటు నిబంధనలు పెరగటం వల్ల స్త్రీల అభివృద్ధికి ప్రతిబంధకాలవుతున్నాయి. మైనారిటీ స్త్రీల జీవితాలు ఘోషాల వెనుకాల, బురఖాల ముసుగులో కూరుకుపోయి మానసిక క్షోభకు గురౌతున్నాయి.

సంప్రదాయం పేరుతో మైనారిటీ స్త్రీలపై జరిగే అణచివేతను నిరసిస్తూ ముస్లిం మత స్త్రీవాదులు కలం పట్టారు. ఇలాంటి ధోరణి తెలుగు, కన్నడ సాహిత్యాలతో పాటు ఇతర భాషా సాహిత్యాల్లో కూడా కన్పిస్తుంది. ఈ మైనారిటీ స్త్రీవాద సాహిత్యంలో అనేక స్త్రీల సమస్యలు మనకు గోచరిస్తాయి. వాటిలో ముఖ్యమైనవి.

బురఖా/పరదా పద్ధతి :

ముస్లింవాద కవులు, కవయిత్రులు బురఖా/పరదా పద్ధతి మీద పెద్ద యుద్ధమే ప్రకటించారు. షాజహానా అనే ముస్లిం కవయిత్రి ముస్లిం స్త్రీలు ఎదుర్కొంటున్న సమస్యల్ని, బాధల్ని, అవమానాల్ని, గురవుతున్న దోపిడీల్ని గురించి ప్రస్తావిస్తూ ముస్లిం స్త్రీల జీవితాల్లో స్వేచ్ఛ, స్వాతంత్ర్యం వంటి వాటిని, పరదాల మాటున నలిగిపోతున్న పసిడి మొగ్గల దయనీ గాధలెన్నింటినో “పర్దా హటాకే దేఖో (ముసుగు తీసి చూడు)” అనే వీర్షికన తన ఆవేదన తెలియజేసింది.



“ఊహ తెలియని వయస్సులో
గుమ్మానికి పరదా కడితే
రంగు రంగుల కుచ్చుల చూసి మురిసి పోయేదాన్ని!
అప్పుడే స్వేచ్ఛకి మొదటి బేడీ అని
తెలుసుకోలేని పసిదాన్ని.....
గుమ్మానికి కట్టినట్టే అమ్మ ముఖానికి బురఖా కడితే
స్వప్నంలాంటి జిందగీకి శాపమని అప్పట్లో తెలియనిదాన్ని.

ఇలా ఊహ తెలియని వయస్సు నుంచి జీవిత పరమాంకం వరకు పరదాల మాటున స్త్రీ నలిగిపోవడాన్ని నిరసిస్తూ మీరు బిగించిన ఇనుప సంకెళ్లని విదిల్చివేయగల గుండె ధైర్యం నాకు చాలా వుంది అంటూ ధైర్యంగా తన తిరుగుబాటును ప్రకటించిన కవయిత్రి షాజాహానా. ఈమె రాకతో ముస్లిం స్త్రీల జీవితం గాఢంగా అక్షర బద్ధమయ్యింది. ఇవాళ ముస్లిం స్త్రీవాద కవిత్వానికి షాజాహానా మారుపేరుగా మారిపోయింది.

ముస్లిం స్త్రీలకు ఉండే ఘోషాని, బురఖాని “స్రైబాబ” ముస్లింవాద కవి తన కవిత “హిజాబ్” లో తరతరాల నుండి వస్తున్న సాంప్రదాయాల్ని వ్యతిరేకిస్తూ ముస్లిం స్త్రీల ఇబ్బందుల్ని ఈ క్రింది విధంగా ప్రశ్నించారు.

“తరతరాల నా అంతరాంతరాల
ఘోషనెవరూ వినకుండా
తెలివిగా కట్టిన తెర ఈ “గోషా”
సూర్యుడి చూపులకూడా
నన్నో అస్పృశ్యుని చేసి బుర్ఖాలో దాచేస్తే
నాగుల్ఫోషీ తొడిగిన పువ్వులకీ
నా కలల చాందినీకీ
ఏ పవిత్ర గ్రంథం ప్రాణం పోస్తుంది”

తరతరాలుగా తమ వ్యధను వినకుండా తెలివిగా ఈ ముసుగును మా ముఖాలకు కట్టి, నన్నో అస్పృశ్యుని చేసి వికసించిన పువ్వుల మా నవ్వులకీ, చందమామలాంటి కలలకీ ఏ పవిత్ర గ్రంథం



ప్రాణం పోస్తుందో అని ఎదురుచూస్తూ స్వేచ్ఛా స్వాతంత్ర్యాల్ని ఆకాంక్షించే ముస్లిం స్త్రీల మనోభావాల్ని వ్యక్తీకరించారు స్ట్రెబాబా.

“ఖాజా” ముస్లింవాద కవి తన ముస్లింవాద కవితా సంకలనంలో “షరతు” అనే ఖండికలో ముస్లిం స్త్రీల గోషాల్ని, బురఖా జీవితాల్ని తీవ్రంగా నిరసిస్తూ ఈ క్రింది విధంగా తెలియజేశాడు.

“మమ్మల్ని చూస్తే

పల్చటి వెన్నెల పొరలోంచి మల్లె పువ్వులా విరబూసిన

పుష్పాలంకృత ఫరిష్టాను చూసినట్లుండాల్సింది

ఆకాశపు వెన్నెల కుండలో చెయిపెట్టి చందమామను

అరచేతిలోకి తీసుకున్నట్లుండాల్సింది

ఒక మరపురాని అనుభూతి కొలనులో

మైమరచి మునకేసినట్లుండాల్సింది

కానీ!

కరిగి కరిగిపోతున్న తారు డబ్బాలో ముంచి

తీసిన పావురాన్ని చూసినట్లుంది

సింగరేణి లోయలోకి జారిపోయి

రెండు కళ్ళూ చికిలించికొన్నట్లుంది

అమావాస్యను కప్పుకొచ్చిన చావుని

అమాంతం వాటేసుకున్నట్లుంది”

అంటూ తమ ముఖాలకు బురఖా లేకపోయినట్లయితే పల్చటి వెన్నెల పొరలోంచి కనబడే దేవదూతలా, చందమామలా ఎంత అందంగా ఉండేవాళ్లమో అని, తెల్లని పావురాన్ని తారుబడ్డాలో ముంచి తీస్తే ఎంత నల్లగా వుంటుందో, సింగరేణి బొగ్గు గనుల్లో కళ్ళు తెరిచినప్పుడు ఏ విధంగా ఉంటుందో అలాగే మా ముఖాలకి ఆ బురఖా వల్ల అంత నల్లదనం వచ్చినట్లుందని ఆవేదన తెలియజేశాడు. ఇలా అనేక మంది ముస్లింవాద కవులు ఈ బురఖా వ్యవస్థపై తమ రచనల ద్వారా నిరసనను తెలియజేశారు.

బహు భార్యత్వం :

ప్రపంచంలో అధికారికంగా ఏ మతస్థులకు లేని ఒక అవకాశం ముస్లిం మతస్థులకుంది. అదే



బహు భార్యత్వం. తమ పవిత్ర గ్రంథం ప్రకారం కొన్ని ప్రత్యేక పరిస్థితుల్లో ఎక్కువ మంది భార్యలను కలిగి వుండవచ్చుననే నియమం ఉంది. కానీ దీన్ని అలుసుగా చేసుకుని మత పెద్దల అండ దండలతో స్త్రీల మనోభిప్రాయాలకు విలువనివ్వకుండా అవసరం ఉన్నా లేకపోయినా ఎక్కువ మంది స్త్రీలను పెళ్లాడటం ముస్లింలలో కన్పిస్తుంది. ఇలాంటి వివాహ వ్యవస్థ గరించి, ఆ వివాహాల వెనుక ఉండే దయనీయ గాథల గురించి కొంతమంది ముస్లింవాద కవులు, కవయిత్రులు తమ కలాన్ని ఝులిపించి తమ గ్రంథాలలో నిరసనల్ని ప్రకటించారు. సలీం ముస్లింవాద కవి “వెండిమేఘం” నవలలో ముస్లింలలోని వివాహ వ్యవస్థ, బహుభార్యత్వం గురించి అద్భుతంగా వివరించారు.

దుబాయి షేక్లకు వయస్సుతో నిమిత్తం లేకుండా పేద ముస్లింలు తమ బాలికల్ని నిఖా చేయటం, పర్యవసానంగా అవాంఛనీయ సంఘటనలు జరగడం షేక్ల దేహ వాంఛలతో పాటు, వాళ్ల స్నేహితుల దేహ వాంఛలు తీర్చే యంత్రాలుగా ముస్లిం స్త్రీలను మారుస్తున్న వ్యవస్థను కొంతమంది తమ గ్రంథాల్లో ప్రస్తుతంగా చిత్రీకరించారు.

షాజాహాన్ కవయిత్రు ముస్లిం బాలికల్ని షేక్లకు అమ్మివేసే వ్యవస్థకు నిరసనగా ఈ క్రింది విధంగా చెప్పారు.

నా అందం వెనుకున్న రక్త మాంసాల్ని
అరబ్బు షేకు డేక్కళ్లతో పీల్చేస్తోంటే
నా శరీరం ముద్దకు వాడు వెల కడుతుంటే
కటికోడు కిలోలకొద్దీ మాంసం అమ్మినట్లు
కిరాతకంగా నన్ను వ్యభిచార బానిసగా అమ్మేస్తోంటే
స్వేచ్ఛ... కనీసం వినటానికి కూడా నిషేధించబడిన దాన్ని!
కలలో అనుభూతించటానికి కూడా అర్హత లేని దాన్ని!

అంటూ తాను తప్ప తక్కిన స్త్రీలంతా బాగా ఎందుగుతూ ఉంటే, నేను మాత్రం స్వేచ్ఛగా కలలో కూడా కలలు కనడానికి అర్హత లేని దానిగా నిషేధించారని ఆవేదనను వ్యక్తపరిచారు. కటికీలో కిలోల కొద్దీ మాంసాన్ని అమ్మినట్లుగా నన్ను కిలోల ప్రకారం అరబ్బు షేకులకు పేద ముస్లిం బాలికల్ని అమ్మివేయటాన్ని, షేకులు తమ కామవాంఛలను తీర్చుకొన్న తర్వాత వ్యభిచారినులుగా మార్చటాన్ని గూర్చి తెల్పారు.



షాజహానా బహు భార్యత్వాన్ని దుయ్యబడుతూ “వాడు ముసలాడయినా ముగ్గురు పెళ్లాళ్లో ముచ్చట తీర్చుకోవచ్చు”నని ఆక్రోశాన్ని వ్యక్తపరుస్తుంది. ఇలా అనేక మంది ముస్లింవాద కవులు, కవయిత్రులు వివాహ వ్యవస్థ, బహు భార్యత్వం మీద నిరసన ధోరణిని తెల్పారు.

బహు సంతానోత్పత్తి - లైంగిక హింస :

ముస్లిం మతంలో బహుసంతానోత్పత్తి సర్వసాధారణం. వీళ్లు తమ మత వ్యాప్తి కోసం నిరంతరం కృషి చేస్తూనే, ముస్లిం స్త్రీలు ఎక్కువ మంది పిల్లల్ని కనాలని ఆకాంక్షిస్తూ ఉంటారు. ఎందుకంటే దీనిద్వారా తమ సంతతని వృద్ధి చేసుకొని ఒకప్పటి తమదేశమైన, తమ పాలనలో ఉన్న దేశాన్ని తిరిగి హస్తగతం చేసుకోవాలనే కోరికను కలిగి వుంటారు. కానీ దీనివల్ల ముస్లిం స్త్రీలు, పిల్లలు బలహీనులై అనారోగ్యం పాలవడం, దారిద్ర్యాన్ని చవిచూడటం వంటివి సంభవిస్తూ ఉంటాయి.

ముస్లిం మతంలోని ఈ బహు సంతానోత్పత్తి వ్యవస్థను నిరసిస్తూ యాకుబ్ తన “బూబమ్మ” అనే కవితలో ఈ క్రింది విధంగా చెప్పారు.

“అమె ఇప్పుడు మనిషి కాదు
పునరుత్పత్తి పరికరం
మతానికి అభిమతానికి మధ్య
నలిగి నలిగి పిల్లల కోడై కూర్చుంది
పొత్తి కడుపు మీద కత్తి గాట్లకు
కత్తెర్లు కూడా బిత్తర పోయాయి”

అని అంటూ బూబమ్మ అనే మహిళ ఇప్పుడు మనిషి కాదు, అమె పిల్లల్నికనే యంత్రంగా మారిందనీ; అమె పొత్తికడుపు మీదున్న కత్తిగాట్లను చూస్తే ఆ కత్తెర్లే బిత్తర పోతాయనీ బూబమ్మ అనే ముస్లిం స్త్రీ ప్రసవ వేదనను తెలియజేశాడు.

ముస్లిం స్త్రీలు ఎంత మందినైనా సరే పిల్లల్ని కని తీరాల్సిందేనని చెప్పే మత ఛాందసవాదాన్ని గురించి సైబాబా ఈ క్రింది విధంగా తెల్పారు.



“ప్రతి ప్రసవానికీ నా ప్రాణం రెండుగా చీలుతున్న బాధనో
కత్తులూ కత్తెర్ల కొసల మీద ఖండ ఖండాలయ్యే గోసనో
భరించేది నా శరీరమే కదా!
నీకేం... ఎంతమందినైనా కనమంటావ్!”

అని చెబుతూనే “మమ్మల్ని మౌన మాంసాలుగా ఉత్పత్తి యంత్రాలుగా బతకమన్న మీ సంప్రదాయానికో సలాం” అని తిరుగుబాటు ధోరణిని ప్రకటించిన కవియిత్రి - షాజాహానా.

ముస్లింలలో ఉన్న బహు సంతానోత్పత్తి, లైంగిక హింస గురించి సలీం తన “వెండిమేఘం” సవలలో సవివరంగా వివరించారు. అంతేకాక సురపరం గారి కథలలోనూ, నెల్లూరి కేశవస్వామి కథలలోనూ, సత్యాగ్ని కథలు, సలీం కథలు, వతన్ కథలు ఇలా అనేక మంది తమ గ్రంథాల్లో ముస్లిం స్త్రీల సాధకబాధల్ని పలుకోణాల్లో చిత్రీకరించి మైనారిటీ స్త్రీవాదానికి దోహదపడ్డారు.

బాల్య వివాహాలు - అరబ్బు షేకుల దాష్టీకం :

ముస్లిం మతంలో జరిగే బాల్య వివాహాల గురించి, పేదరికం, దారిద్ర్యపు వ్యవస్థలో కూరుకుపోయి డబ్బులకు అశపడి తమ బాలికలను షేకులకు అమ్మేయడాన్ని చాలా మంది కవులు, కవయిత్రులు తమ నిరసనలను ఆక్రోశంతో తెలియజేశారు. ఖాజా “ఫత్వా” అనే వచన కవితా సంపుటిలో ముస్లింల బీదరికం, దారిద్ర్యంతో ముక్కుపచ్చలారని పసిపిల్లల్ని ముసలివాళ్లకిచ్చి పెళ్లి చేయటాన్ని, అరబ్బు షేకులకు అమ్ముకోవడాన్ని ప్రశిస్తూ ఈ క్రింది విధంగా తెలియజేశారు.

“అల్లాహ్ అక్బర్
ఇంకా పురిటి వాసనైనా పోనీ పసిబిడ్డల్ని
అమ్మ పొత్తిళ్లలోంచే అరవై ఏళ్ల ముసలోడు
పెళ్లాడ్డం మాత్రం నేరం కాదు
సాక్షాత్తు తల్లిదండ్రులే
కూతుళ్లను అరబ్బు దేశాలకమ్ముడమూ నేరం కాదు”

అని ఆవేదన చెందారు.



బాల్య వివాహం గురించి సలీం తన వెండిమేఘం నవలలో అత్యంత అద్భుతంగా వర్ణించారు. ముక్కుపచ్చలారని వయస్సులో రాత్రి పూట నిద్రపోతున్న సమయంలో తన బావతో నిఖా (పెళ్లి) జరిపించి, తదనంతరం ఆ బాలికను తీసుకెళ్లి రైల్వే స్టేషన్లో భర్త బాషాకు అప్పగించటం వంటి విషయాలు ప్రతి మనిషినీ ఆందోళనకు, దుఃఖానికి గురి చేస్తాయి. ఇలా అనేక మంది ముస్లింవాద కవులు బాల్య వివాహాలు, అరబ్బు షేకుల దాష్టీకం గురించి తమ ఆక్రోశాన్ని తెల్పారు.

ఈ విధంగా ముస్లిం స్త్రీల స్వేచ్ఛకు, ఎదుగుదలకు అడ్డంకిగా మారిన బురఖా పద్ధతి, బహు భార్యత్వం, బహు సంతానోత్పత్తి, బాల్య వివాహాలు, విడాకులు (తలాక్), శారీరక హింస, పురుషాధిక్యం, కుటుంబ హింస, ఆర్థిక విద్యా కారణాలు, లైంగిక వివక్ష, స్త్రీ పునర్నివాహం మొదలైన నిర్బంధాలపై ముస్లింవాద కవులు, కవయిత్రులు కవిత్వీకరించి మైనారిటీ స్త్రీవాదానికి దోహదపడ్డారు.

ఉపయుక్త గ్రంథాలు :

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తెలుగునాట పొడుపు కథలు - విశిష్టత

- రాజ్లావత్ రాములు

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ఈ సృష్టిలో మానవుడేనాడు పుట్టాడో పొడుపు కథ అనాడే పుట్టిందని ఓ నమ్మకం. అయితే కాలాన్ని దేశాన్ని నిర్దేశించే ఆధారాలు దొరికే వరకు గత్యంతరం లేదు మరి మానవుని పుట్టుకతోనే సమస్యలు మొదలయ్యాయి. వెంటపడ్డ ఆ సమస్యల్ని సాహిత్యం ప్రతిబింబించింది; పరిష్కార మార్గాలు సూచించింది. సమస్య ఎలా నిర్మాణమవుతుందో పొడుపు కథ తెలిపింది. సమస్య ఎలా పరిష్కారమవుతుందో విడుపు కథ చెప్పింది. అయితే పొడుపునూ-విడుపునూ సృష్టించింది మనిషే. అటే పొడుపు కథ కర్త-వ్యవహార మానవుడే అయ్యాడన్నమాట.

పొడుపు అంటే ఉదయం; చీకటిలాంటి పొడుపులో ఉదయంలా విడుపు వస్తుంది. పొడవడం వల్ల అంటే తట్టడం వల్ల (సృష్టించడం వల్ల) జ్ఞానోదయం కలుగుతుందన్నమాట. తెలుగు నాట పొడుపు కథకు, విడుపు కథ, తట్టు మారుతట్టు, మారుకతలు, శాస్త్రాలు, సమస్యలు, సమిచ్చలు, చిటుకులు, చిట్కాలు, చిక్కు ముళ్లు, యక్ష ప్రశ్నలు, అడ్డు కథ, ఒడ్డు కథ, వేసే కథలు - విప్పే కథలు... మొదలైన పర్యాయ పదాలన్నో ఉన్నాయి. నా సిద్ధాంత గ్రంథంలో ఇవన్నీ వివరించడం జరిగింది.

పొడుపు కథకు సంక్షిప్తత, నిగూఢత, అపార్థదోతకత, కథాత్వకథ, కథారహితాత్వత, ప్రతీకాత్మకత, ఘటనా విశిష్టత, విధనిషేధాత్మకత లోకోక్తి రమణీయకత, లయాత్మకత, చమత్కార చారుత, దృశ్యాత్మకత, అలంకారికత, సమస్యాత్మకత, రసాత్మకత, సాంప్రదాయాత్మకత, కవితాత్మకత తదితర అష్టాదశ లక్షణాలున్నాయి. ఈ లక్షణాలన్నిటికి పొడుపు కథల్లో ఉదాహరణలు లభిస్తాయి. ఇది ప్రత్యేకంగా అధ్యయనం చేయాల్సిన అంశం.

పొడుపుకథ మార్గ-దేశి-జానపది :

పొడుపుకథ లక్షణాలున్న వృత్త పద్యాలన్నీ మార్గ క్రిందకి వస్తాయి. సంస్కృత వృత్తాన్ని అనుసరించినవి. తెలుగు వృత్త పద్యాన్ని అనుసరించి పుట్టిన పొడుపు కథ ఛాయలున్న పదాలన్నీ మార్గ క్రిందకి వస్తాయి. కందం, ద్విపద, తరువోజ, అక్కర, ఉత్సాహ, తేటగీతి, ఆటవెలది, సీసం తదితర



పద్యాలన్నీ మాత్రచందస్సులోని ప్రహేళికల ఛాయలున్న గేయాలన్నీ దేశి క్రిందకే వస్తాయి. త్ర్యసాది మాత్రాభేదాలున్నవీ, కేవలం వచనంలోనే ఉన్నవి, తెలుగు జానపదలు నోట వేలకొలది పొడుపు కథలు వినిపిస్తున్నాయి. వాటి ఆధారంగా పొడుపు కథ 'జానపది' అని నిరూపించడానికి వీలుంది. ఈ అంశాన్నీ తెలుగు పొడుపు కథల సిద్ధాంత గ్రంథం కూలంకషంగా చర్చించింది.

పొడుపుకథ స్వరూపాన్ని బట్టి స్వభావాన్ని బట్టి అనేక రకాలుగా విభజించడానికి అవకాశం ఉంది. లయాత్మకమైన గుణాన్ని ఆధారంగా తీసుకొని వచనాలు, గేయాలు, వచన గేయాలు, పద్యాలుగా వర్గీకరించవచ్చు. పొడుపు, కథలకున్న పాదాల్ని బట్టి ఏకపది, ద్విపది, తతుప్పది, పంచపది, షట్పది, సప్తపది మొదలైన విభాగాలు చేయవచ్చు. ఒక్క పొడుపు కథకు ఒక్క విడుపున్న వానిని, ఒక్క పొడుపు కథకు పెక్కు విడుపులున్న వానిని ఒక పొడుపు కథలో పెక్కు విడుపుల్ని, పొడుపుల్ని వేర్వేరుగా సూచించవచ్చు. వచనాల్లో దీర్ఘ వచనాల్ని ప్రాస్పవచనాల్ని గేయాల్లో దీర్ఘ ప్రాస్ప గేయాల్ని వచన గేయాల్లో ప్రాస్ప దీర్ఘాల్ని సూచించవచ్చు.

పొడుపు కథలోని ఛందః శ్శిల్ప అనుశీలనానికి, భాషావైభవ పరిశీలనానికి ఈ పై విభజనలన్నీ తోడ్పడతాయి. అందువల్ల పొడుపు కథలోనిత్ర్యస, చతురస్ర, ఖండ, మిశ్ర, సంకీర్ణాదుల్ని తెలియజేయడానికి వీలవుతుంది. భాషా పరిశీలనం వల్ల విశేష సంధుల్ని, ధ్వనుల మార్పుల్ని, క్రియల్ని, విశేషాల్ని, జాతీయాల్ని, పలుకుబళ్లను, విలక్షణ ప్రయోగాల్ని గుర్తించడానికి అవకాశం కలుగుతుంది. కాని తెలుగు పొడుపుకథా హృదయాన్ని అర్థం చేసుకోవడానికి విషయాన్ని బట్టి విభజించడం కన్న ఉత్తమమైన పద్ధతి మరొకటి లేదు.

1. గృహజీవన పొడుపు కథలు :

ప్రపంచంలో తలమానికమైంది భారతీయ గృహ జీవన వ్యవస్థ. తల్లిదండ్రులు, కొడుకు కోడలు, మనుమలూ, మనుమరాళ్ళు అందరూ కలిసి ఉన్న సమిష్టి కుటుంబం వసుదైక కుటుంబం వాతావరణానికి, కేంద్ర బిందువు మాత్రమే. గృహ జీవనంలోని పెండ్లి పేరంటాలు, కలతలు, కలహాలు, శాకపాకాలు, తదితరాలన్నీ దీని క్రిందకే వస్తాయి.

అంతారం కాడ చెట్టు గొడ్డె

అంతకు దాకె-బాలెంతకు దాకె



చెర్లున్న చేపకు దాకె
గుండులున్న కుందేలుకు దాకె
మళ్ళొచ్చి మనకు దాకె

ప్రతి పొడుపు కథకూ మాండలిక భేదమొకటి ఉందనడానికి ఉంటుందనడానికి ఇదొక నిదర్శనం.

అన్ని ప్రేమలకన్నా-మిన్నైన ప్రేమ (తల్లి ప్రేమ) కేవలం సంబంధ బాంధవ్యాలే గాక గృహ జీవన సౌఖ్యానికి సౌభాగ్యానికి తోడ్పడే అనేక పరికరాలు ఈ కోవలోకే వస్తాయి.

2. శ్రామిక జన పొడుపు కథలు :

కూలి నాలి చేసేవారు, వ్యవసాయం చేసేవారు వృత్తి పనుల్లో మునిగి తేలేవారు, ఆయా సమయాల్లో శ్రమాపనోదం కొరకు పొడుపు కథల్ని పొడుచుకుంటుంటారు. వాళ్ళు వ్యవహరించేవేగాక ఇతరుల శ్రమ జీవనాన్ని సూచించేవి కూడా ప్రయోగిస్తుంటారు. అలాంటివన్నీ ఈ కోవలోకి వస్తాయి.

ఇంటి వెనుక కుప్ప వేసి
కుప్పకు నిప్పును పెట్టి
కుప్ప కాలిపోతేను
అప్పులెల్ల తీరిపోయే (కుమ్మరావం)

కుమ్మరి చేసే కర్మను ఈ పొడుపు కథ తెలుపుతుంది. కుంట మట్టి తెచ్చి కుండలు చేసి, కుప్ప పెట్టి, కాల్చి అంతవరకు తాను చేసిన అప్పుల్ని తీర్చుకుంటాడు కుమ్మరి. పొడుపు వల్ల పుట్టిన అపార్థమేఘం విడుపుగాలి వల్ల విచ్చి పోయింది.

3. ప్రకృతి సంబంధి పొడుపు కథలు :

ప్రకృతి జీవనానికి పరవశించిన ప్రాక్తన మానవుని నుండి ఆధునికుని వరకు అందరూ ప్రకృతిని ప్రయోజన వంతంగా తీర్చి దిద్దుకొన్నవారే. జానపద పొడుపు కథ ప్రకృతిని సంభావించి నట్లుగా సార్వస్వతంలో మరే సాహిత్య ప్రక్రియ సంభావించలేక పోయింది. ఉరుములు, మెరుపుల, వానలు, వరదలు, భూమ్యాకాశాలు, సూర్య చంద్ర, నక్షత్రాదులు, మట్టి, గుట్టా, చెట్టు, పుట్టా ఒక్కటా రెండా ఎన్నని... అన్నీ పొడుపు కథలు పొడుగుకున్నాయి.



అడవిలో అక్కమ్మ తల విరబోసుకుంది (ఈత చెట్టు)

అని అసహ్యంగా చెప్పినా...

అడవిలో అక్కమ్మ పసుపు గుడ్డలు అరేసు (తంగేడి పూలు)

అని అందంగా చెప్పినా ప్రకృతి మాతను సముదాయించినట్లే సాదర పూర్వకంగా సన్మానించినట్లే

అంతులేని చెట్టుకు

అరవై నాల్గే కొమ్మలూ

కొమ్మకు కోటి పువ్వువా!

పువ్వుల్లో రెండే కాయలు

(ఆకాశం, చుక్కలు, సూర్యుడు, చంద్రుడు)

ఆకాశానికి అంతులేదు - పొంతులేదు, ఇరవై ఏడు నక్షత్ర కుటుంబాల్ని అరవై నాల్గే అన్న అంతకన్నా ఎక్కువే అన్నా మునిగిపోయేదేమీ లేదు. ఒక్కొక్క నక్షత్ర కుటుంబానికి కోటి పువ్వులేం కర్మ పదివేల కోట్లూ ఉండవచ్చు. పువ్వుల్లో రెండే కాయలు సూర్యచంద్రులు. అనంతాకాశాన్ని తత్సాందర్యాన్ని వృక్ష రూపంలో బొమ్మ కట్టించిన పొడుపు కథాకారుడు ఎంత గొప్ప చిత్రకారుడో ఎంతటి ప్రకృతి సౌందర్యరాధకుడో చెప్పడానికి కొలమానాలు లేవు. కొలత బద్దలు చాలవు.

4. తిర్యక్ సంబంధి పొడుపు కథలు :

పిపీలికాది బ్రహ్మ పర్యంతం ఎన్ని కోట్ల జీవరాశులున్నాయో చెప్పడం కష్టమే. కష్టమే అని ఊరుకుంటే యెట్లా పొడుపు కథ కర్తా వ్యవహారా ఊరుకోనే ఊరుకోడుగా! అందుకే తన పరిచయంలోని పశుపక్ష్యాదుల్ని, త్రిమికిటకాదుల్ని పొడుపు కథల్లో బంధించేశాడు.

అడ్డుగోడ మీద

బుడ్ల చెంబు (ఎద్దు మూపురం)

ఉద్యోగం సద్యోగం లేదు

ఊరంతా వ్యాపకమే - తీరిక లేదు (కుక్క)

గొలుపు కట్టు లేకపోతే ఇక కుక్కకు పనేమిటి? పీ పాటలేక అలా తిరిగి రావడమే. పొడుపు కథ పరిశీలన గమనార్హమైందే కాదు; అందే అంతరార్థం అందుకో దగ్గది, ఆచరించదగ్గది.



5. క్రీడా వినోద పొడుపు కథలు :

కేవల వినోదార్థం, క్రీడ కొరకే అన్న దృక్పథంతో నిర్మాణమైన కొన్ని పొడుపు కథలు కనిపిస్తాయి. పొడుపు కథే ఒక రకమైన సంవాదాత్మక క్రీడ. బోడివాడెవడయ్యా, బొచ్చువాడెవడయ్యా అని పోతులూరు వీరబ్రహ్మం గారిని సిద్ధయ్య అడిగాడు. బోడోడు ఎవడురా! బొచ్చుడు ఎవడురా అని జానపదుడు దరువులు వేస్తూ తన ప్రక్కవాణ్ణి అడిగినా వినోదంతో అడిగినవే. కాని ఆ వినోదానికి భూమిక తాత్త్వికతే. ఆభూమిక కూడా భారతీయ సాంస్కృతిక పీఠమే.

పండుగాని పండు - పసిడి వెన్నెల చెండు

పువ్వుకాని పువ్వు - పూసుకుంటే నువ్వు

కణ్ణిగాని కణ్ణి కరివేపాకు జుట్టా

గొడుగు గాని గొడుగు - కొరకరాని పిడుగు

(విభూతి పండు, కుంకుం పూవు, జీలకణ్ణి, కుక్క, గొడుగు) ఇట్లాంటివే కాక దాగిన పదాలు కనుక్కోవాల్సి ఉంటుంది. అని కూడా వినోదార్థం సృష్టించబడ్డవే.

వెంకప్పఇంకారాలేదు (కప్ప)

ఏదో మనవాడని ఊరుకున్నాడు (దోమ)

రేపు మాపు మందు తాగాలి (గాలి)

6. తాత్త్విక పొడుపు కథలు :

తత్త్వ చింతనం మానవ జీవనంలో పెనవేసుకపోయిన ఒక అంశం. ప్రాణీ ప్రకృతుల సత్యనిరూపణార్థమే తత్త్వ చింతన మార్పిడివించింది. తాత్త్విక భావాలు గల కర్మ జ్ఞాన భక్తి సంబంధమైన పొడుపు కథ ఈ కోవలోకి వస్తాయి.

ముందు ఆరు కాళ్ళు

రెండు తలలు - నాలుగు చేతులు

వెనుక నాలుగు కాళ్ళు

మూడు తలలు - ఆరు చేతులు(శవ వాహనం)



చనిపోయిన తరువాత చేసే కర్మయిది. పాడు పై ఉన్న శవం కాళ్ళు ముందు వైపుంటాయి. పాడును ముందు వైపు పట్టుకున్న ఇద్దరితో కలిసి ఆరు కాళ్ళవుతాయి. అలాగే రెండు తలలు, నాలుగు చేతులు వెనుకవైపు పట్టుకున్న ఇద్దరివి నాలుగు కాళ్ళు, శవంతో కలిపి మూడు తలలు, ఆరు చేతులు. దేవుళ్ళను స్మరించే పొడుపు కథ కూడా ఇందులోనే చేర్చాల్సి ఉంటుంది.

పుట్టించు వాడు పుట్టించుదానికీ
తాళి కట్టినవాడు తగవుల తండ్రికి తండ్రి (బ్రహ్మ)

పుట్టించువాడు అన్నప్పుడే బ్రహ్మ అనితేలిపోయింది. సరస్వతి చదువు పుట్టించునది. ఆ చదువుల తల్లికి తాళి కట్టినవాడు, తగువుల తండ్రి నారదుడు, అతనికి తండ్రి బ్రహ్మే కద. మొదటే అర్థం తేల్చి వేసిన పుట్టించువాడు అనే పదం చివర ఉంటే రమ్యంగా ఉండేది.

గాలి కన్నా వేగంగా పోయేది (మనస్సు)
చచ్చేదాకా చావనిది (అశ)

7. అస్పష్ట పొడుపు కథలు :

ఇవి కూడా కొంతవరకు తత్వ సంబంధులే అయినా విషయం అస్పష్టంగా ఉండడం మూలాన ప్రత్యేకంగా పేర్కొన వలసివస్తుంది.

గోపాలయ్య కుంటలోన
వల్లెలైదు వుత్సవోతె
వల్లెలన్ని మల్లెలాయె
నూటికొక్క పల్లె చిక్కె

ఇది ఏ మోట పాటలో నుండి జారిపడ్డ ముక్కోగాని గొంతెత్తి పాడడానికి అద్భుతంగా కుదిరిపోయింది. పంచభూతాత్మకమైన దేహాన్ని కృష్ణార్పణం చేయడానికి ఓ గోపికపోయింది. ఆ దేహం పూలమాలగా మారింది. ఇంకేం పంచభూతాల్లో కల్పిపోయింది. ఇలాగే ఊహించడానికే వీలుగా ఉండే కొన్ని గేయ పొడుపు కథల్ని జానపదులు పొడుస్తున్నారు.

8. ఆత్మశ్రయ పొదుపు కథలు :

ఆత్మ, ఆత్మ సిద్ధాంతం పరమార్థ పరమైనపోయినా, లౌకిక వ్యవహారంలో అది వ్యక్తినీ, వ్యక్తి భావననూ సూచించేదిగా స్థిరపడిపోయింది. ఆధునిక సాహిత్యంలోని భాష కవిత్వమంతా ఆత్మశ్రయ పరమైందే అనే అభిప్రాయం కూడా ఉంది. ఆత్మశ్రయ పరమైందంతా వ్యక్తి మాత్రక భవమే అనాలి. ఇలాంటి పొదుపు కథల్లో ఆత్మశ్రయాలు, ఆత్మశ్రమా భాసాలు, ఉభయాలు అని వేర్వేరు చేయడానికి ఆస్కారముంది. ఆత్మశ్రయాల్లో వ్యక్తి సహజంగా ఉంటాడు. ఆ భాసాల్లో కనిపించే వ్యక్తి వ్యక్తి కాడు; మరెవ్వరో అయి ఉంటారు; లేదా ఏదో వస్తువులు ఉంటుంది. ఉభయాల్లో వ్యక్తి ఉంటాడు, మరో వస్తువూ ఉంటుంది.

పెట్టుకుంటావే

పట్టి చూసుకుంటి

(కొప్పు)

పచ్చనీ పెట్టెలో - విచ్చుకోమంది

తెచ్చుకో బోతేను గుచ్చుకుంటుంది

ఎంత గుచ్చుకున్నాగాని - ఏమైనా మరిగాని

తెచ్చుకోమానను - మెచ్చుకోమానను

(మొగలి చెండు)

ఈ రెండు పొదుపు కథల్లో వ్యక్తి కనిపిస్తాడు, అయితే మొదటిది ఆత్మశ్రయం, రెండవది ఆత్మశ్రయం - అన్యశ్రయం. రెండవది ఉభయాల కోవలోకి వస్తుంది.

కాట్లగాల్తి - సావిట్ల సస్తి

రోట్ల రుబ్బు రోలుకి తగిలి

రోసానికి వస్తి

(సున్నం)

ఇది మనిషికి సంబంధించిందే అనే భ్రమ కలుగుతుంది. కాని సున్నమని తేలినప్పుడు ఆ భ్రమ పోతుంది. భ్రమ కలగడమే ఆత్మశ్రయం, భ్రమ పోవడమే ఆత్మశ్రయాభాసం.

9. శాస్త్ర విజ్ఞాన పొదుపు కథలు :

వైద్యం, జ్యోతిష్యం, గణితం మొదలైన శాస్త్ర విషయాలున్న పొదుపు కథలన్న ఈ విభాగంలోకి వస్తాయి. ఇవి గృహ జీవనానికి సమాజ జీవనానికి సంబంధించినవే అయినా ఇందున్న ప్రత్యేక విషయాన్ని దృష్టిలో పెట్టుకొని ఈ విభాగమొకటి చేయాల్సి వచ్చింది.



వంకర టింకర - శొ
వాని తమ్ముడు - ఆ
నల్లని పిల్లా - మి
నాకే మిస్తావు - తే
నాలుగు కాళ్ళ - మే

అజీర్ణ రోగం వచ్చి వంకర టింకర పోతున్న వాడికి (శొ) శొంటి కావాలి, శొంటే కాదు (ఆ) అల్లం కలవాలి. అల్లంతో సరిపోదు (మి) మిరియం వేయాలి. ఇవన్నీ కలిసిపోవడానికి (తే) తేనె కావాలి. ఇవన్నీ కలిపితే తయారైన మంచి మందు మాత్రమే. ఈ మందివ్వకుంటే పెద్ద ప్రమాదం ముంచుకువస్తుంది. “మే” అంటూ కాళ్ళూ చేతులు వారచాపి పడిపోతారు. కొన్ని పొడుపు పద్యాల్లో కూడా ఇలాంటి చిట్కా వైద్యాలు కనిపిస్తాయి. గణిత సంబంధులైన పొడుపు కథల్ని ఈనాడు కొన్ని పత్రికలు ప్రకటిస్తున్నాయి. పావులూరి మల్లన గణిత శాస్త్రం గణిత పొడుపు కథలకు మార్గ దర్శనం చేసింది.

పిల్లకి ముందు రెండు పిల్లులు
పిల్లకి వెనుక రెండు పిల్లులు
పిల్లకి పిల్లి కి మధ్య ఒక పిల్లి
మొత్తం పిల్లులు (మూడు)

సాధారణంగా అందరూ వెంటనే తొమ్మిది అనేస్తారు. కాని మూడే పిల్లులు అనాలి. గణిత సంబంధులైన జానపదుల పొడుపు కథలు కూడా అతివేలంగా కనిపిస్తున్నాయి.

ఈ విధంగా విషయాన్ని దృష్టిలో ఉంచుకొని పొడుపు కథల్ని నవవిధాలుగా విభజించడానికి ఆస్కారముంది. బాల బాలికలకు సంబంధించిన పొడుపు కథలన్నింటిని ఈ పై విభాగాల్లోనే చొప్పించవచ్చు లేదా ప్రత్యేకంగా చెప్పుకోవచ్చు.

ఏది ఏమైనా పొడుపు కథకున్న ప్రయోజనం మాత్రం అపూర్వమైంది. కేవలం అధ్యయనాను శీలనాలకే గాక ఆలోచనలకు కూడా పదునుపెట్టే అద్భుత శక్తి వీటికుంది. వీటికున్న ప్రయోజనం కూడా అదే.



ప్రయోజనం :

చరిత్ర కందని అతి ప్రాచీన కాలం విషయం తెలియదు గాని మధ్యయుగంలో పొడుపు కథలు విస్తృత ప్రచారంలోకి వచ్చాయి. 1) లోకజ్ఞానం, 2) శాస్త్ర విషయ పరిజ్ఞానం, 3) క్రీడాశక్తి, 4) ఆలోచన శక్తి, 5) జ్ఞాపక శక్తి, 6) వాచక శక్తి, 7) సమన్వయ శక్తి, 8) జిజ్ఞాస, 9) ఏకాగ్రత, 10) విచిత్ర వాగ్దేవహారం, 11) మానసిక వికాసం. అప్పటి నుండి ఇప్పటి వరకు దేశ కాల పరిస్థితులను బట్టి పుట్టిన పొడుపు కథలు సాధించిన ప్రయోజనం అద్భుతమనిపిస్తుంది. పొడుపు కథలను సేకరించి పొందు పరచుకోవలసిన అవసరం వుంది.

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