

**ISSN : 2347 - 9213**

**Indian Journal  
of  
Current Research (IJCR)  
(Quarterly International Journal)  
Vol.1, No.3, December 2014  
Special Issue - I**



**BON SECOURS COLLEGE FOR WOMEN**

(Affiliated to Bharathidasan University, Tiruchirappalli)  
(UGC Recognized 2(f) and 12(B) Institution)  
VILAR BYPASS, THANJAVUR - 613 006, TAMIL NADU  
Phone: +91-4362-257447, 255939, Fax: +91-4362-255939  
Website: [www.bonsecourscollege.org](http://www.bonsecourscollege.org)  
Email id: [bonsecourscollege02@gmail.com](mailto:bonsecourscollege02@gmail.com)

## **JOURNAL COMMITTEE**

- Patron : **Rev. Sr. Jeyarani FBS**  
*Secretary*
- Chief Editor : **Dr. Sr. D. Victoria Amalorpava Mary FBS**  
*Principal*
- Associate Editors : **Dr. S. Sangeeta**  
*Head, Department of Social Work*
- Mr. R.S. Dinesh**  
**Assistant Professor**  
*Department of Social Work*
- Mr. T. Joseph Pandian**  
*IQAC Co-Ordinator*
- Ms. S. Gayathri**  
**Head, Department of Business Administration**

Editor-in Chief, Editorial Board and Publisher take no responsibility for inaccurate, misleading data, opinion and statements appeared in the articles and advertisements published in the journal. It is the sole responsibility of the contributors and advertisers. No part of this journal can be reproduced without the written permission of the Editor-in-Chief who also holds the copyright © of the "Indian journal of current research (IJCR)".

### ADVISORY COMMITTEE

<b>S. No</b>	<b>Name</b>	<b>College Name</b>
1	<b>Dr. S. Karthik Kumar</b>	Assistant Professor Dept of English Annamalai University Chidabaram
2	<b>Dr. K. Srinivasan</b>	Associate Professor Dept of Management Studies Christ University, Hosur Road Bangalore, Karnataka
3	<b>Dr. T. Ramasamy</b>	Associate Professor PG and Research Department of Business Administration Government Arts College Paramakudi
4	<b>Dr. G. Ramesh</b>	Associate Professor Dept of Mathematics Government Arts College (Autonomous), Kumbakonam
5	<b>Dr. L. Arockiam</b>	Associate Professor Dept of Computer Science St. Joseph's College (Autonomous) Tiruchirappalli
6	<b>Dr. R. Chandramohan</b>	Principal, Sree Sevugan Annamalai College Devakottai
7	<b>Dr. S. Grace Annapoorani</b>	Asst. Professor Dept of Textiles & Apparel Design Bharathiar University Coimbatore
8	<b>Dr. G. Chandra Mohan</b>	Associate Professor Dept of Chemistry, AVVM Sri Pushpam College Poondi, Thanjavur

## *Editorial ...*

Major issues in society – develops alternate sources of energy and a sustainable environment, improving health, and minimizing the effects of climate change which require a collective effort by different disciplines working in interdisciplinary groups. Indeed, the boundaries between the different disciplines are becoming increasingly blurred. Society's response to major social challenges must be informed by an improved understanding of human perceptions, responses, and of the economic and social impacts of the physical, and biological processes to promote social wellbeing. A comprehensive understanding of the main social challenges requires the collaboration of physical scientists, social scientists, humanities scholars, management experts and engineers, and will be highly interdisciplinary.

Globalization has had a profound effect on social work practice, changing service delivery, altering the labour process for professional social workers, creating new social problems for practitioners to address, such as people – trafficking and environmental issues, and producing demands for indigenization, or the development of locality specific forms of theory practice.

Contemporary Issues in Management seek to develop a critical appreciation of the challenges faced by management professional in a complex, dynamic and increasingly risky business environment. It synthesizes cutting edge conceptual discussion with the honing of diagnostic, analytical and communication skills for effective human interaction and decision making.

Interdisciplinary research preparation and education are central to future competitiveness, because knowledge creation and innovation frequently occur at the interface of disciplines. Interdisciplinary Programmes help to ensure better educational Programmes, which give students better ability to work in a problem – oriented way and at the same time the ability to think across fields and interact. It responds to the need to prepare the students for an increasingly interdisciplinary, collaborative, and global job market. Interdisciplinary Programmes provide opportunities to strengthen the interaction between the business sectors and research, especially in relation to the humanities social science research and education, where interaction has been specially under developed.

*Editors*

**INDIAN JOURNAL OF CURRENT RESEARCH (IJCR)**

**VOLUME: 1**

**DECEMBER 2014**

**CODE NO: IJCR (2) 2014**

**ISSUE 3**

**ISSN 2347 – 9213**

<b>S. No.</b>	<b>CONTENTS</b>	<b>PAGE No.</b>
1.	<b>In School we are the Same, but in the Street....: Youth and their Meeting Grounds in Rural Tamil Nadu</b> <i>Gabriele Alex</i>	1
2.	<b>Development: One Dominating Discourse or Multiple Domains?</b> <i>Heribert Beckman</i>	14
3.	<b>Domestic Violence against Women in India: An Overview</b> <i>A. Kumara Swamy</i>	20
4.	<b>Violations of Labour Rights Issues under Sumangali Scheme in Textile Industries in Tamil Nadu</b> <i>A. Arockia Maria Michealraja* &amp; Dr. S. Arul Prasad**</i>	31
5.	<b>Self Help Groups and Women Enterpreneuers – A Study of Warangal</b> <i>Azmeera Shankar, Dr. K. Sreedevi &amp; Basani Lavanya</i>	35
6.	<b>A Study on the Health and Disability of Kulal Beedi Rolling Women and Role of Social Worker</b> <i>Bhavanishankar. P &amp; Dr. Mohan S. Singhe</i>	42
7.	<b>A Study on Adjustment Patten and Economic Sustainability of Women Entrepreneurs in Thanjavur District</b> <i>M. Chandra &amp; Dr. G. Kanaga</i>	50
8.	<b>Public Relations in NGOs in India</b> <i>Dr. Aditi Nath &amp; Dr. Subhabrata Dutta</i>	56
9.	<b>The Right to Information Act, 2005 as a Tool to Ensure Good Governance in India</b> <i>Dr. M.R. Biju</i>	62
10.	<b>Role of SHG and Microfinance for the Empowerment of Women</b> <i>Dr. R. Sheelamma</i>	72
11.	<b>The Effect of Occupational Hazards on Women Reproductive Health and Art as a Boone – Indian Context</b> <i>Manjula Nirupama H S</i>	78
12.	<b>Work Life Balance of Women Professionals – Special Reference to Working Women in Srinivasan Nagar of Tiruchirappalli District</b> <i>Nishanthi. Rajathurai &amp; Dr. M. Thavamani</i>	84

13.	<b>A Study on Job Satisfaction of Employees of Maduracoats Madurai</b> <i>Dr. R. Dhakshnamurthy &amp; A. Stalin</i>	89
14.	<b>The Challenges Faced by the Gender Variant Person due to their Identity on Various Arenas of Life</b> <i>Mr. Vijaya Kumar SP &amp; Mr. A. Boaz</i>	93
15.	<b>Women's Human Rights and Domestic Abuses</b> <i>Dr. G. Aghalya</i>	102
16.	<b>Effect of Firm's Corporate Social Responsibility Activities on its Own Performance: A Selective Study</b> <i>Dr. Akondi Srikanth</i>	106
17.	<b>Impact of Natural Disaster, and Special Reference to Empowerment Process of Women Entrepreneurs after Earthquake 2001, at Kutch District - Gujarat State</b> <i>S. Amalaorpava Mary &amp; Dr. M. Gabriel</i>	117
18.	<b>Eating Problems Amongst Adolescents</b> <i>Ms. J. Beula</i>	130
19.	<b>A Study on Workers Participation in Management at Aavin, Trichirappalli District Co-operative Milk Producers, Union Ltd.</b> <i>Mrs. A.N. Christy &amp; Mrs. U. Priya</i>	140
20.	<b>A Study on Institutional Training at Billroth Hospital, Chennai</b> <i>I. Arockia Leema &amp; A. Denis Rani</i>	146
21.	<b>Building Decentralised Governance - The Way through Social Capital</b> <i>S. Ganesh &amp; Dr. C. Subramanian</i>	149
22.	<b>A Study on Industrial Relation among the Employees at Kothari Sugar and Chemical Ltd, Sathamangalam</b> <i>Ms. S. Gayathri &amp; Ms. K. Kathirola</i>	156
23.	<b>Personality Traits among the Adolescents: A Gender Perspective</b> <i>Ms. R. Indira &amp; Dr. A. Anand Jerard Sebastine</i>	159
24.	<b>The Impact of Social Media on the Changing Patterns of Communication and Language Use among College – Going Students</b> <i>A. Irudayaraj</i>	164
25.	<b>A Study on Competency Mapping among the Employees of GB Engineering Enterprises Pvt Ltd. at Trichirapalli District</b> <i>Mrs. J. Jeyanthi</i>	172
26.	<b>A Study on Attitude of Teenage Girl Students Towards Sex Education</b> <i>P. Jayalakshmi &amp; Dr. C. Subramanian</i>	177

27.	<b>Pregnant, Lactating Mother and New Born Care Practises in the Non Institutional Deliveries</b> <i>Karthik. B. &amp; Dr. Hemalatha. K.</i>	184
28.	<b>A Study on Problems Faced by Children of Alcoholic in Thanjavur District</b> <i>M. Karthika</i>	189
29.	<b>Analysis on Indigenous Cultural Practices Followed by the Children in their day-to-day Life</b> <i>Dr. S. Kannan</i>	194
30.	<b>“Sexual Harassment in the Work Place”</b> <i>M. Keerthana &amp; Dr. J. Godwin Prem Singh</i>	202
31.	<b>A Study on Organizational Effectiveness at Toolfab Engineering Pvt. Ltd. Thuvakudi</b> <i>P. Manickajothi &amp; A. Amalavincy</i>	207
32.	<b>Human Resource Accounting and Auditing</b> <i>Mrs. A. Manonmani</i>	210
33.	<b>A Study on Self Esteem and Empowerment of Self Help Group Women at Perambalur District</b> <i>S. Anandaraj &amp; S. Margaret Diana</i>	214
34.	<b>Human Rights in Education – Development Displaced Community Women’s Education in India</b> <i>D. Mohanambigai &amp; Dr. P. Ilango</i>	219
35.	<b>Corporate Social Responsibility and Business Ethics Curriculum in Management Education</b> <i>Mr. T. Muthukumar &amp; Dr. C. Subramanian</i>	226
36.	<b>A Study on Knowledge, Attitude and Practice of Breastfeeding among Postnatal Mothers in Rural Areas of Thanjavur District</b> <i>Ms. S. Nathiya &amp; Dr. A. Sivagami</i>	230
37.	<b>Gender Disparity Alcoholism and Domestic Violence</b> <i>Niranjana Anthonisamy* and Mahalakshmi**</i>	234





# IN SCHOOL WE ARE THE SAME, BUT IN THE STREET....: YOUTH AND THEIR MEETING GROUNDS IN RURAL TAMIL NADU

**Gabriele Alex**

*Professor, Max Planck Institute for the Study of Religious and Ethnic Diversity,  
Department of Social and Cultural Anthropology, Tübingen University, Germany.*

## Introduction

This article investigates the processes of group formation and fragmentation among youths by focusing on the meeting places and the role of mobile phones in these processes. I analyse what one needs to 'have' in terms of economic and socio-cultural capital in order to access certain group networks and alternatively what the factors are that proscribe such a right of entry.

In the first part of this paper the relations among young people belonging to different caste and class communities within one village are described and analysed. I ask how interaction in schools, where principles of equality and solidarity are emphasised, contrast with interaction in the residential street, (which is restricted to one caste) where principles of segregation are still effective. Government educational institutions<sup>1</sup> stress principles of equality and unity and pupils in primary and secondary schools can meet and mix with peers from other classes and caste backgrounds but this is not necessarily the same after school. In Tamil Nadu, a state in South India, officially in government schools any expression of "untouchability" is punished by disciplinary measures. Yet, many families do not subscribe to this rule at home and there it is parents who control the company of the youngsters. The often-lived equality found at schools does not easily enter the personal sphere therefore.

However, there is a clear difference in the peer group formation between children up until the age of 12 and youths (13-25 years), which has to do with the agency and freedom of movement that distinguishes male youths from children among the particular caste-class groups analysed in this paper. Special emphasis is put on the different caste values as put forward by

adults and youths. The paper investigates how youth work with and against the rules that stress loyalties or separation depending on the respective context. I also ask what it requires to be able to take part in youth based networks and peer-groups.

The second part of the paper explores the role of the mobile phone in encounters and relations between youths. The mobile phone has become one of the most wanted gadgets of youths, and is used to establish and maintain contacts and personal relations amongst groups of friends, regardless of actual meeting grounds. Direct personal interaction, which involves physical proximity, is regulated by purity rules and the ideology of "untouchability". Yet, mobile phones can easily create relations between people from different castes and gender because no physical contact is involved and thus allows the "untouchability" ideology to be ignored though it is not necessarily rejected.

Especially the medium of text messaging is widely used as a form of networking among youths. More importantly, the mobile phone rejects caste-membership as a criteria for belonging to particular friendship networks. Schools do the same to a certain extent as is shown in this study but in that case place remains important. Yet, the mobile phone makes place redundant as a factor that stimulates or impedes social relations among youths; in the case of mobile phones, literacy (or rather knowledge of basic English) and acquaintance with other youths through shared education or other activities have now become a new requirements, a kind of capital that one needs to 'have', that regulates the belonging to these networks. Drawing on recent research work on the mobile phone youth culture in other countries, I argue that in Tamil Nadu on the one hand the mobile phone leads to a special mobile youth culture and creates in-groups across caste boundaries and on the other hand reinforces status differences and

---

<sup>1</sup> As against private schools, which often restrict access on the basis of caste, class or religion, government institutions are open to everyone and teach principles of equality as part of the school curriculum.

estrangement based on unequal access due to issues of language and literacy as well as economic capital in the form of technological resources.

### **The social setting**

This paper is based on fieldwork carried out between 2000–2008 in two locations: the first location is a multi caste village and the second location is a semi-urban university college; both are located in the Thanjavur district in Tamil Nadu. The research data are based on research which employed participant observation in addition to structured and unstructured interviews and questionnaires. The male youths (and by this I mean young males between 13 and 25), described here mainly head from three different communities: 1. The very low status Vagri, who were peripatetic hunters until a few decades ago and are now settled, and who are mostly illiterate. Their mother-tongue is not Tamil, they speak Vagriboli, a north Indian language which bears a lot of similarities with Gujarathi. 2. The low status Mutturaja, who were traditionally employed in the agricultural sector, but have shown a strong upward mobility and reached a good educational standard over the last few decades; 3. The high status Kallar, who constituted the landowning dominant caste in the area, and who are still in a superior position via the other communities due to strong upward mobility and educational success. In the village there are marked differences in the educational status and success concerning the three status groups. Drop-out rates in school are the highest among the Vagri: no Vagri youth has successfully completed year ten, which equals the secondary school leaving certificate. This has to do with different reasons - one of them is the low educational level within the community, which produces low appreciation of the value of education. This attitude is further strengthened by the fact that schooling and university do not automatically lead to employment, but produce also unemployed graduates. Whereas the traditional professions of the Vagri such as hunting or selling fancy items, pay out immediately, education takes decades to pay back. So even though education is praised and wanted, and is seen as a way to “embrace alternative forms of

knowledge in their transition to adulthood” (Jeffrey, Jeffery and Jeffery 2005: 4), its economical reward is not obvious.

The educational and economic situation of the second group, the Mutturaja, has improved impressively over the last few decades, due to new land-legislation, improved education and the new job market (see also Kapadia 1995: 196-198). The free allocation of houses and plots by the government provided them with a new independence. Previously, they, like the other low status agricultural castes, had lived on land given to them by the Kallar. The Mutturaja neither owned the land nor the house built on it, but could reside there as long as they worked for their patrons. This put them in a position of direct dependency and made it difficult for them to enter other occupational sectors. Nowadays the situation has changed; the Mutturaja can buy the plots and houses they lived on and are free to choose their employer and they work for a number of peasants at different times, and have also started working in other sectors. The importance of schooling and education is highly appreciated, and around 50% of them continue school until year 10; many Mutturaja youth strive for jobs other than in the agricultural sector. From the cultural and economic capital the Mutturaja seem to take on a middle position, being wealthier and of higher status and more educated than Vagri, but still very much behind the Kallar.

The third group, the Kallar, are educationally very successful, they have the highest number of secondary school and high school graduates, and a growing number send their children to private, mostly English medium schools.

There are of course also differences within the communities - not all Kallar are wealthy and well educated, there are also Kallar who fail in school and end in low paid agricultural jobs and some Mutturaja can afford to send their children to private schools. But nevertheless are there trends, which distinguish the three communities in terms of their overall educational success.

Inter-caste relations in the village were and still are strongly shaped by ideas of purity and pollution, and the concept of “untouchability”

is still very important for direct personal encounters between people. The traditional settlement patterns, which segregate the higher castes, who live in the village centre, from the lower castes, the Dalits, who are confined to specific areas outside the village proper, have not been challenged, and continue to exist. Caste divisions and ideas of pollution are found in a number of current practices: in the public tea stalls different sets of glasses and tumblers are used for different caste groups. Dalits are left unattended by the common barber and are not allowed into certain temples, and inter-caste marriages or love affairs are not accepted and punished with acts of violence against the perpetrators by the higher castes.

Against this background youths develop their own ways of adhering to status differences or of crossing caste rules and entering inter-caste relations of different kinds. In the following I explore the role of agency youths employ in finding ways to circumvent these social structures of caste segregation when engaging in inter-caste peer groups. At the same time I highlight how the scope of agency is restricted by education and access to social spaces and places.

As has been pointed out in the introduction of this volume (Bal and Sinha Kerkhoff. ---) youth cannot serve as a category as such, but needs to be contextualised and understood within the dynamics of social structures. I follow this theme by investigating how encounters and relations amongst youths take place within the context of caste and the social dynamics created by inequalities of cultural and economic capital. I further investigate how these encounters of youth from different backgrounds are influenced by and at the same time carry the ability to transform "asymmetries in having". "Having", "haves" or "have nots" here refers not only to economical or social status, but rather to a variety of different skills and goods, that might enable youths to engage in relationships with other youth, or that might also cut them off from certain peer groups. In the following I contrast the interaction of youth from different status groups in different meeting places and argue that these places allow for different forms of interaction, because they are

ruled by different forms of social control. I furthermore argue that those youths who go to school or college, develop specific youth networks and relations which are explicitly crossing caste boundaries. This is only possible by the acquaintances acquired through the collective attendance of the educational institutions. At the same time, those youths who do not visit educational institutions are shut out of the above mentioned peer networks. In this aspect school and college have a uniting effect as well as a dividing effect on youth relations across caste and class.

In the section that follows I want to look at the interaction that is enhanced by the mobile phone, which goes beyond place and I ask whether this enhances inter-caste encounters.

### **To have or not to have**

To have or not to have – this is a crucial question. So if we speak of "haves" and "not haves", how do we define this? There is of course the obvious economic capital, which can then be transformed into education or modern lifestyle. Cultural capital describes the non-economic forces, caste, class, education, access to resources and political agency such as family background, social class, varying investments in and commitments to education and other different resources, which influence academic success but also constitute a value on its own (Cf. Bourdieu 1986). The different communities in the village use their economic capital in different ways, as do the individuals or families within each community. For the Kallar, huge amounts of the economic capital coming from the land is put into the education of the children, thereby producing cultural capital and in the long run more economic capital as well, they speculate. This economic capital coming in from the fruits of education is nowadays often reinvested into farming, eg. into expensive wells. The Kallar are in all aspects "haves".

The Muthuraja use the extra income to invest into small pieces of agricultural land and education. Being mainly agricultural workers, their income is too low to allow expensive elite schooling, but enough to send children to school and may be afford some further education after school. The Mutturaja develop

cultural and economic capital, and slowly move up the class ladder.

The Vagri interestingly are in economic sense not lagging behind the Muthuraja, they have quite good monthly incomes due to their niche occupation and several other side jobs. Money is not invested in education or agricultural land, it is instead invested into housing and modern assets, such as television sets, mobile phones or motorcycles, considerable amounts of income are also used for covering medical costs as well as the expensive community rituals.

Caste related economic strategies work as a dividing feature: higher castes, which happen to also form the upper classes aim at sending their children to different schools than other castes with less income; they go to government schools or less elite institutions. Even though the institution of the Government school with its policy of equality brings together pupils from different backgrounds and teaches civility, the system of private schooling works towards segregating on the basis of caste, class and language and reproduce social inequalities.

But asymmetries of “having” show in more aspects than just economical. Status here is of utmost importance; this is in certain ways linked to ritual purity, more however to existing power and ‘respect’ relations. Respect, in Tamil *mariyaatai*, originally describes the right at which point in the hierarchy a family or sub-caste is allowed to perform *puja* in the village temple. The concept of respect in every day discourse is more far stretching, it gives a grid for expected behaviour between individuals or groups, but it also contributes to peoples’ self perception. Physical violence is another indicator of “having”, those who have the ability to exert physical violence are “haves” compared to those who “have not”. Whereas caste, status and physical power represent rather the old fashioned grid of social interactions, new forms and expressions of cultural, social and economic capital, such as education, modern lifestyle, social networks and material wealth have become important.

Every-day interactions are shaped by the grid these different forms of “having” indicate. Some of the old forms of “having” are

still valid, others are challenged by the new forms of “having”. Inter-caste marriages are rare, and those who attempted to either left the village for good or were violently stopped from entering what is considered a non-*murai* (Tamil: non-rightful) union, a union which is against the proper order of things. Other ongoing debates concern the Dalit requests to access village roads in their ritual processions, here again the higher castes so far have successfully kept their privilege of defining who is allowed access.

Relations between youth from different statusgroups take place against this background, and the relations of youths and kids are to a certain extent informed by their parents’ and grandparents’ relations, and most importantly the elder generations’ expectations of how these relations should be. For the older generation caste rules are still very much applicable. What has changed though is that the individual or the family might accumulate different forms of capital, changing from a “have not” to a “have” in a relatively short time. Migrant work, especially in the Middle East, has suddenly enabled a few families to own land, big houses, access to private education and political agency. Certain forms of “having” enable a better life style and social mobility as well as participation in new social groupings. But this does not automatically work for all communities; the bottom status Vagri have not succeeded in educational or social mobility, a fact that also reflects on their inclusion or exclusion into youth peer groups.

### **Social relations between children and youth in the village**

The new independent India postulates principles of equality and equity, which are supposed to be put into practice by reservation policies and positive discrimination policies, and new laws which have reformulated rules concerning spatial orders, ordering that in public places any caste discrimination is illegal (Mendelsohn and Vicziany 1998). Whereas before certain groups, especially Dalits, were excluded from a number of geographical areas, such as roads, temples, water wells, tea shops and so on, this new civic culture opened up public places to everybody, regardless of

community belonging. This, together with other profound changes in the educational system and the occupational sector and the growth of cities with a new urban culture opened up the vision that caste as a structuring force of alliances would disappear. From one generation to the next gradually new possibilities of human encounters emerged, where inter-caste relations were not only allowed but even wished for. In the following I want to show on the basis of my research how these possibilities worked out in the village setting on the one hand and the urban university setting on the other hand.

Social relations require some kind of personal proximity, and space and its accessibility are important factors for framing interpersonal contact and relations thereby reducing prejudices (Allport 1954, Hewstone 2009). So where do children and youths meet? In which settings are personal encounters of “haves” and “have nots” feasible, and by which activities are they framed?

## Meeting grounds

### The street

In the village the Muthuraja and the Vagri are direct neighbours, they share common territory and public places. The Vagri occupy however only one street, whereas the Muthuraja have a dozen. In the Tamil context, the street (*teru*) is an important spatial unit, which generally demarcates a caste and a kinship unit, as well as an administrative unit; each street normally has its own assembly (*panchayat*).

Up until the age of twelve Vagri and Muthuraja children play nearly exclusively amongst themselves after school. They might engage together in school activities or sports, but once they come back to their houses they stay mostly within their own community. Stating that their best friends are from another community mostly refers to spending time together at school, but not after school. Visiting houses of friends, who do not belong to the same community, is rather rare. Streets and especially houses constitute a private place, where caste plays an important role in a way that one wouldn't let people of lower status enter the house, and ritual pollution through contact with what is considered polluting, be it persons or

places, like a house, requires some kind of purification<sup>2</sup>. Children are taught from an early age onwards where they are allowed to go and where not, the children from the higher status communities will be asked to keep away from lower caste children or areas because it is considered as polluting and most of all inappropriate to stay in a lower caste area.

In primary schools friendships between children from different communities develop, but these interactions mostly takes place within school. When school-friends invite each other they do this generally just once to show their house. At this occasion tea will be offered and maybe some snacks. The tea will come from the tea-stall, so that even when there is a difference between the two parties both can drink the tea. But after one initial visit it is not common to visit each other frequently. Having been invited to a house from somebody from a higher community was something that children and youth from the lower status community would proudly tell, because it constituted an exception from the normal interactive behaviour between different status groups.

But there are also other forms of social get-togethers based on neighbourhood relations: the Muthuraja children occasionally go to watch television in the Vagri street, or to buy combs or hair-bands there, but this is because they are neighbours.

Muthuraja and Kallar boys, who are neighbours, play marbles together, sometimes cricket. Here foundations for youth and young adult peer groups develop on the basis of spatial proximity. Neighbourhood and spatial proximity produce a kind of acquaintance and open up pathways of further relationships, but they do not necessarily produce close relationships. Meetings and communications though mostly take place in neutral places, in the public: the sports ground, the school yard, the main street, the teashop or grocery shop, – these are areas where children meet. There is a marked gender difference in the use of public places: it is mainly male youths who meet their friends in public

<sup>2</sup> Streets are residential areas, which are, unless they serve as pass through routes, rather private places, where one does not go unless one lives there or has a proper reason to go there, like to visit somebody or to deliver goods.

spaces near the main roads, girls and young women who live in the village with their parents are not allowed to hang out at the street; compared to their brothers they are much more restricted to the house since their chastity has to be secured: females are generally confined to the “domestic sphere” whereas males are associated with the “public sphere” (Rosaldo 1974). Married women from the lower castes enjoy more freedom compared to married women from higher castes, unmarried women and teenagers however are in all communities under parental control.

The different rules that apply for the private space – where rules regarding caste and purity are still very much followed, and the rules for the public spaces – where discrimination on the basis of status is not allowed for, clash with each other, and the children have to learn how to deal with these two sets of contradicting regulations and rules of behaviour. When I asked a teenage Kallar boy about this obvious contradiction he said about the idea that lower caste people carry some polluting quality: “yes, it is wrong, we are all same, the Dalits and we Kallar - we are all the same, there is no pollution (*tittu*) but our parents tell us to wash when we come home and have touched them and they scold us when we are too close and too friendly to the Dalits - so we have to obey.” For the children the contradictory rules are less of an ideological problem but rather a form of control they have to adapt to. This is done by breaking rules or circumventing them in a way that the punishment is avoided. In school for example, youth from Muthuraja, Dalit and Kallar castes will share food with each other, (against the strict orders of their parents), girls might exchange a blouse or a half-sari or fancy items as a sign of friendship. Here the crossing of caste boundaries behind the backs of the parents enhances the value of the relationship, and makes it especially pure.

### **The formation of peer groups in school**

Only fifty years ago schools in the rural areas separated pupils from different status groups spatially, the children’s grandparents and parents do still remember from their childhood the strict regulations regarding space and place

and inter-caste interactions that were directed at compartmentalisation. Today children and youth of all communities in the village do go to the government school, sit together side by side in the classroom, eat and drink together in the breaks and play and talk. But this does not mean that differences of status or ethnic belonging are not articulated in school, on the contrary: discrimination against pupils from the lower castes is not the exception (Alex 2007, Subrahmanian 2005). Schools are planned and conceptualised as places that help to get rid of rules of discrimination and avoidance (Page 2005), however, as Mendelsohn and Vicziany put it “in the absence of more rigorous internalisation they are of limited utility in more intimate situations” (Mendelsohn and Vicziany 1998:267). Schools then on the one hand constitute a space where contact between different castes and classes is encouraged and where there is a potential for overcoming frictions and hostility between traditionally separated communities. On the other hand is school a place where these frictions are re-enacted and reproduced<sup>3</sup>.

Caste, social and linguistic background influence already in the early school years the formation of playgroups and relationships among the children. So how do children between the age of 6 and 12 experience the relations with peers from other castes? The children from the low status castes repeatedly reported about being discriminated, teased, excluded or beaten. School therefore catapults the children of low caste status into a multi-caste situation where they are confronted with the ways they are perceived by the other status groups and where they experience discrimination. The Vagri children repeatedly reported about being stopped by the higher caste children from drinking water from the common water pipe, because they felt that if the Vagri use the water pipe they cannot use it themselves afterwards. These are unpleasant experiences, which contribute to high drop-out rates, especially among Vagri children who prefer to stay in their own street within their own community where they experience no such discrimination against them.

<sup>3</sup> Private education is often seen as a means to overcome disadvantages created by common schooling, the effect of separation seems to be overlooked.

Language is also an important issue here, the Vagri children grow up bilingual, and their Tamil language skills are not as good compared to the other children. The rhetoric of caste equality in schools does not change caste practices in schools, and therefore the interactions at school might also reproduce caste differences and prejudices.

The experience of and dealing with inter-caste relations is different for youths: When they reach their teens, gender based peer groups become very important. In three important ways youth constitutes a different phase from childhood regarding peer group formation: first the spatial autonomy of the youth allows for other relationships than the relative dependency of children, secondly youths engage in other relations with the opposite sex and thirdly are ideals of friendship and romance among youth in Tamil Nadu mostly based on ideas of equality and trust, not on caste or class.

Osella and Osella (1998) in their article on youth culture in Kerala argue that social hierarchy is subverted and negated in egalitarian peer groups of boys and that hierarchical gender relation are subverted and negated in the process of flirting. In these peer groups boys from different economic and community backgrounds establish a culture of friendship that pervades the otherwise usual hierarchical relationships of caste and class. In the process of flirting it is women who determine the intensity and duration of the flirting relationship, thereby exercising a certain form of power that is unusual in the context of Malaya gender relations (Osella and Osella, 1998: 189–197). As the Osellas have pointed out, flirting is not a form of sexual harassment in which men exercise power over women, but rather a form of discourse<sup>4</sup> that allows for a number of possible modes for the continuation of the relationship.

Both the description of egalitarian boys' peer culture, as well as the process and the stages of flirting are reflected in and accord with my data from Tamil Nadu. Peer groups are formed from an age as early as twelve or thirteen, often being framed in the beginning by

school or common sport activities. Initially friendships are restricted to the public arenas of the school and playground, as described above, mutual visits in the private sphere across communities are rare. When the male youth get into their teens the radius of activity gets bigger, and joint visits or trips to places of interest, such as the cinema or a temple, or other places outside the private atmosphere of the village and the parental control, are common. Joking and teasing between young people is frequent, male youth prefer however to joke with girls from another community, or from another street. As one boy put it, "if I tease girls from somewhere else my parents won't find out, but if I tease the girls from my street, they start crying and my parents will shout at me".

Malicious teasing or aggressive teasing sometimes accompanied by the touching of women is for many youth a sport. In a peer group the teasing of girls is a way to expose sexual desire and masculinity, and it is a form of group allegiance that allows asymmetrical group compositions. This chatting up is rarely direct, employing suggestiveness and ambiguity. Young women repeatedly complained about being maliciously teased, there are numerous terms for the genitals, breasts and sexual intercourse, which are used within masculine peer groups with the intention of being sexually offensive. Touching a women, for example punching her in the breast or back are also part of this malicious and aggressive teasing, and such behaviour is often carried out in crowds, for example during festivals in the big temples or at musical festivals. The female youths don't like to be teased and the parents strongly dismiss such behaviour of their sons therefore such activities must take place outside the village.

Conversely romantic encounters take place between young people who know each other, and they are especially found among youths from different status and backgrounds, here asymmetries in these aspects seem to have a positive effect on romance. The difficulties and obstacles that accompany the romantic encounters, the secret breaking of norms and love relationships which run contrary to parental wishes, are all elements which on the one hand help to increase tension and desire and on the

<sup>4</sup> Joking, teasing, playing tricks are also the common start of a love relationship in many Indian love story movies.

other hand put such romances in opposition to arranged marriage. Here the peers are the most important people to discuss the romantic love with.

One of the characteristics is that peer friendships form against kin/caste allegiance, and that they question or circumvent the parental norms. Peer groups become very important in the formulation of a gendered identity, and joking, teasing and romance are ways to engage in cross sex relations and help create gendered relationships. The roles the youths take on in these encounters are often diametrically opposed to the roles they are expected to play when encountering the marriage negotiations of their families, where differences in status according to caste or class are tried to be avoided.

These inter-caste relations take place between youth from different castes who attend school, despite the discrimination that takes place in school as outlined above, the longstanding joint school visits lead to some kind of acquaintance and proximity. Those children and youth who drop out of school - in the village primarily the Vagri - are however excluded. The system of private and elite schooling leads again to new frictions and peer groupings, which are not solely based on caste, but on class and economic wealth. School in a way then bridges differences, but also creates new divisions.

These peer groups include male youth from all communities, except the Vagri, since they dropped out of school by then. Muthuraja and Kallar youth who attended the government school together did develop close friendship ties and used to hang out together. But sometimes Kallar youth from the village who attended private schools, but had a cousin or relative in one of these government school peer groups, would join into these groups and their activities, like going to the movies or playing cricket.

Vagri youth would never join into these activities, but have their own peer groups within their own community. These peer groups extend the village: most Vagri youth have cousins and/or siblings in other settlements, and spend some time of the year there, and accordingly form allegiances and friendships there as well.

Hunting or working together also binds Vagri youth together, but since most of these relations of Vagri youth are articulated along kinship lines.

So far I have contrasted the two places of home and school and argued that they allow for different forms of interaction, because they are ruled by different forms of social control. In the next section I want to look at the interaction that is enhanced by the mobile phone and I ask whether this enhances intercaste encounters.

### **Mobile phone communication in the village and in the university**

Over the last few years mobile phones have become not only very popular in India, their easy and cheap availability has also made them a common gadget for youths. Apart from enabling long distance communication mobile phones are also status symbols: their make, ring tones and messages and contacts stored are used for show off, especially among youth (Srivastava 2005:115). Communication via mobile phones does not require a spatial proximity between the people interacting with each other, it takes place in a virtual space, and constructs alternative kinds of intimate places (Ito and Okabe 2005: 132), where rules of purity and of moral conduct are of lesser importance than in face-to-face interactions witnessed by others. In the village direct personal interaction and communication by youth of different gender and status groups are monitored and controlled by adults and peers, but the mobile phone provides a way to manage and deflect the control of others (Ito 2005:133).

I was therefore interested to find out whether the use of the mobile phone which transgresses space, leads to new peer group formations among youth and enables inclusion of youth from a different background. For this I studied mobile phone use among the different groups. We (this was my research assistant David Chakravarthi and me) asked 25 youths from the village between 16-25 who all belonged to the three communities described above (some of them were still at secondary school and some had already dropped out) about their use of the mobile phone and the kind of communication they would have via the mobile phone. In order



to compare the communication of youth in the village with the communication of youth at the university, we asked 75 college students who studied at a university college located in the outskirts of a urban area in Tamil Nadu, about their mobile phone communication and the number and the nature of text messages they wrote every day. The university students came from a variety of backgrounds, most of them were from rural or semi-urban areas. In the college the relationships between students were not monitored or controlled by parents or other kin, and frictions or discrimination on the basis of assumed pollution or caste were not reported to be an issue. On the contrary, students reported to be related to other youth from all kinds of religious, ethnic, class and caste backgrounds.

From the interviews it emerged that the Vagri used the mobile phone for verbal communication and did not use the medium of text messaging at all, but those young Vagri who had mobile phones with cameras would occasionally send media messages. Among the low status Vagri it is mainly young men who possess a mobile phone. Most of the young women marry between 16-18 years of age, unlike the female youths from the other castes they do not become part of youth peer groups. Vagri youth start working when they reach the age of 14 or 15, and many are mothers by the age of 16 or 17. The Vagri teenagers and young women rarely possess a mobile phone on their own but they use the phone of the husband or another male relative if they need to call somebody. Vagri youths however see mobile phones as status symbols, and nearly every youth above seventeen would have a mobile phone or save up for one. The Vagri, without exception had prepaid phone cards and would use the phones for voice calls only, or use the technique of missed call<sup>5</sup>, in order to give a prearranged message to somebody. The absence of text message communication among the Vagri has to do with the fact that many of them are illiterate. For the Vagri youths the mobile phone was used for contacts and communication within the own community;

communication to people outside their own community were business calls.

For the better educated Muthuraja and the Kallar a different picture emerged, for them the mobile phone was an important device to create huge networks with peers from different communities. Especially those youth who were in their last year of secondary school or already in college saw a huge number of phone contacts as a kind of social capital. Communication within the family, especially within the parents' generation, is done exclusively verbally. Within the peer group however text messages are extremely popular. This is also due to the special contracts the phone companies offer: especially prepaid contracts often offer very cheap rates for text messaging. Text messages cost as little as 5 Paisa, some contracts offer fifty or hundred free text-messages each day, some even unlimited text-messaging. Text messages are for 90% written in English, this has to do with different reasons: only very few phones offer Tamil scripts; those users who have the script installed on their phones are confronted with the difficulties in handling the Tamil alphabet on the phone display as well as with the fact that not all other phones can receive Tamil script appropriately.

Text messages can be classified into two different categories. Those with a personalised and those with a non-personalised message. The messages of the latter kind are similar to chain letters, they are often send out to dozens or even hundreds of people and contain prefabricated messages, seasonal greetings, riddles, jokes, poems, proverbs or other statements of a political, philosophical or religious nature, as well as ring tones, melodies or pictures. There are gender differences in the kind of messages that are shared, for example male youths engaged in sending pictures of undressed women or sexually explicit jokes to other male friends. Romantic interactions and encounters were reported to be enabled by the use of mobile phones, especially among people of different status groups living in the same village, who felt that public talking or meeting in the public would create problems. Through the mobile phone they were able to develop a

<sup>5</sup> Missed calls are widely used to convey messages without spending money on calls or text messages (Srivastava 2005, Donner 2007).

romantic discourse and to prearrange meetings, without anybody being aware of it.

The personalised messages ranged from informative statements, organising meetings or asking about the whereabouts or how abouts of the other person to flirting and romance. Youths from the village as well as from the university of both genders stated that the mobile phone enables a kind of communication that is different from face-to-face communication, since it provides a kind of privacy and proximity. Communication via the mobile phone also allows for exchange of messages with great numbers of people, youth from the university stated that they would send 20 -100 text messages each day to their friends, which means that one or two messages would be forwarded to up to 50 people. Most youths are part of different networks, and when they received a very good joke or proverb from one friend they would forward it to a number of other friends. These networks demarcate friendships, that are not equivalent to the face-to-face relations youth have: exchanging text messages helps to keep up relations and stay in touch with people whom one otherwise doesn't meet much. The mobile phone therefore allows for becoming part of different networks and being "friends" with dozens of other youth, without needing spatial proximity. These networks give the feeling of being always connected to dozens of friends outside the parents or teachers control, which strengthens the feeling of being close to the others, without actually necessarily exchanging personal or intimate details about ones lives (Keyani and Farnham 2005). Horst and Miller (2005) have argued that these kinds of "link up" relationships, which are often devoid of much content, nevertheless allow for reactivating these networks in times of monetary or other crisis.

The ethnographic data illustrate that for the students in the college issues of purity and pollution were never mentioned as an issue in their selection of relationships – rather friendships and acquaintances developed regardless of caste and class backgrounds. Students themselves attributed this to the fact that the university is a public space, where encounters among students take place away

from the realms of the village and the family, where caste affiliation of villagers are known and therefore have to be considered, and where a certain behaviour is expected by the youths and they feel monitored and questioned by the parents or other kin.

After finishing university, the mobile phone stays essential to keep up the contacts from university, and to stay in touch and remain part in the network of friends. It allows to exchange greeting, wishes, congratulations and other kind of messages without the requirement to study or live in the same vicinity, it allows for the arrangements of meetings outside the sight and the control of the parents, uncles or spouses; in this way youth can continue to respect the existing power geometries and at the same time be free to entertain friendships or romances of their own choice.

### **Conclusion**

In this paper I have looked at encounters among youths from different backgrounds. I have started with a distinction of the "haves" and "have-nots" on the basis of economical capital, and cultural capital.

Two important issues arise. First, relations between "haves" and "have-nots" need public places to develop. Neighbourhood or spatial proximity as such are not enough to lead to close personal encounters. Within the street, which represents the community and its norms, these encounters are not welcome. In the Government educational institutions in public places however they are.

But relations of "have" and "have-nots" also depend on the grade of asymmetry. For the Vagri the differences are too huge and relations with "haves" seem to be much more difficult than for the Kallar and the Muthuraja. Peer relations are interesting in that they get their spirit from the diversity of the members of a peer group, but they require already some homogeneity.

Interaction in the non-public sphere is very much based on rules of purity and pollution, untouchability and dominance of the caste Hindus. A Dalit or Vagri child will not be allowed to eat at the house of a Kallar school friend; the barber will reject Dalit or Vagri

customers and in the tea-stalls two different sets of tumblers are used for Dalits and non-Dalits. Inter-caste marriages or relations are not accepted by the older generation, neither is open criticism of the higher castes privileges. This is however restricted to the village.

In the public domain the official discourse does not allow for ideologies of status and restrictions or behaviour based on rules of purity and pollution are systematically forbidden. These ideas are practiced and taught at school and in other public places where people interact with each other as citizens, rather than within the framework of a hierarchical system. In this respect caste frictions have lost their hold on the community; in rural Tamil Nadu children from all castes go to the Government school together, people from all communities work together, use the same wells, sit together at the tea stall, may have the same occupation, and principally have the same rights as citizens of India. The people from the village, who are adamant in keeping these old rules working have no problem whatsoever to meet with everybody outside the village, to share food, to let their children live in inter-caste student accommodation. Whereas a Kallar and a Dalit youth might have problems to meet in their respective homes in the village, once they get outside, and meet for example in Chennai, they will stick together, and emphasise their village ties. Young women from different communities and backgrounds might get very close with each other, when for example working or attending university together. These friendships from outside do not stop at the village entrance, but the proximity experienced outside the village is transformed by the village order. Space here plays a vital role; it seems that in some contexts rules are bound to places more than to individuals.

The mobile phone conveys a new agency by allowing communication regardless of spatial rules, or rather it creates its own space which provides a certain privacy and a proximity necessary for the development of relations that might otherwise be difficult. Even within the confinement of the house, conversations via the mobile phone can be done in privacy without revealing to whom one talks,

text messaging is even more private, since there is no risk of being overheard.

Asymmetries between "haves" and "have nots" are subject of change, since both cultural and economic capital are accessible with the new modes of education and employment. Within the communities new hierarchies are created, the divide between private and Government schools sets new standards of "having" within each community and leads to peer groups based on the institutional frames. Nevertheless, public education in the school arena does transform and break the public/private divide and lead to new configurations. But the civic culture does not work in the same way on all communities or all individuals, neither is integration or levelling out necessarily reached by having access to the same institution, nor are friendship relationships. The internal differences within castes lead to new formations and alliances, it is not enough to belong to a specific caste to become part of a network, there are other kinds of "having" which are important for building up contacts and networks.

The mobile phone has a bridging capacity but not for all as literacy in English remains a must 'have', in a way that it allows for contacts and communications which are not controlled by parental or other rules. But this bridging capacity of the mobile phone also has its limitations, it connects only those people who are "haves" in regard to having not only a mobile phone, but also being able to use it in a certain manner and to belong to a kind of in-group already. Secondary school youth and young students from college communicate via the mobile phone as well as in face-to-face encounters in public places with other youth from different status groups and with the opposite gender. The mobile phone adds a new dimension to these encounters in creating networks and privacy, which allow the youths to interfect rules concerning pollution or moral. The networks which are established through the mobile phone, especially through text messaging, extend space and social difference. But they do this only to a certain extent: the low status Vagri youths, even though they own mobile phones which are technically as advanced as those of the college students, are

nevertheless not part of their networks. To become a member of such a network requires not only the mobile phone, but also the ability to exchange the messages, which means one needs some knowledge of English and the kind of messages that exchanged - one needs to be a certain kind of “have” to be able to partake in these message exchanges.

## References

Alex, Gabriele

2007 Work or education: Children's everyday life in rural Tamil Nadu, in: *Childhoods in South Asia*. Deepak Behera (Ed.), Delhi: Pearson, S: 119-139.

Bourdieu, Pierre

1986 'The Forms of Capital', in J.E. Richardson (ed.) *Handbook of Theory of Research for the Sociology of Education*, pp. 241–58. New York, Greenwood Press.

- 1993 *The field of cultural production: essays on art and literature*. Cambridge: Polity Press.

Castells, M., J. Linchuan Qiu and M. Fernandez-Ardevol and Araba Sey

2006 *Mobile Communication and Society. A Global perspective*. Cambridge: MIT

Chatterjee, Partha

1993 *The nation and its fragments : colonial and postcolonial histories*. Princeton: Princeton University Press.

Chopra, Radhika, Patricia Jeffery, and Helmut Reifeld

2005 *Educational regimes in contemporary India*. New Delhi and London : Sage.

Donner, Jonathan

2008 Research approaches to Mobile use in the developing World. A Review of the Literature. *The Information Society* 24(3).

Horst, Heather, and Daniel Miller

2005 From Kinship to Link-up: Cell Phones and Social Networking in Jamaica. *Current Anthropology* 46(5):755-778.

Horst, Heather A., and Daniel Miller

2006 *The cell phone: an anthropology of communication*. Oxford: Berg.

Ito, Mizuko

2005 *Mobile Phones, Japanese Youth and the Replacement of Social Contact in Ling*, Richard Seyler, and Per E. Pedersen

2005 *Mobile communications: re-negotiation of the social sphere*. London: Springer.

Ito, Mizuko, Daisuke Okabe, and Misa Matsuda

2005 *Personal, portable, pedestrian: mobile phones in Japanese life*. Cambridge, Mass.: MIT Press.

Jeffrey, Craig, and Jane Dyson

2008 *Telling young lives: portraits in global youth*. Philadelphia, PA: Temple University Press.

Jeffrey, Craig, Patricia Jeffery, and Roger Jeffery

2008 *Degrees without freedom?: education, masculinities and unemployment in north India*. Stanford, Calif.: Stanford University Press.

Kapadia, Karin

1995 *Siva and her sisters: gender, caste, and class in rural South India*. Boulder and; Oxford: Westview Press.

—

1997 *Mediating the Meaning of Market Opportunities: Gender, Caste and Class in Rural South India*. *Economic and Political Weekly* 32(52):3329-3335.

—

2002 *The violence of development : the politics of identity, gender and social inequalities in India*. London: Zed Books.

- Keyani, Pedram and Shelly Farnham  
2004 Swarm: Text Messaging Designed to Enhance Social Coordination, In Harper, R., Palen, L., Taylor, A. (Eds.) *The Inside Text: Social, Cultural, and Design Perspectives on SMS*.
- Ling, Richard Seyler  
2008 *New tech, new ties: how mobile communication is reshaping social cohesion*. Cambridge, Mass.; London: MIT Press.
- Ling, Richard Seyler, and Per E. Pedersen  
2005 *Mobile communications: re-negotiation of the social sphere*. London: Springer.
- Mendelsohn, Oliver, and Marika Vicziany  
1998 *The untouchables: subordination, poverty, and the state in modern India*. Cambridge: Cambridge University Press.
- Osella, Caroline, and Filippo Osella  
1998 *Friendship and Flirting: Micro-Politics in Kerala, South India*. *The Journal of the Royal Anthropological Institute* 4(2):189-206.
- Page, Elspeth  
2005 *Negotiation and Compromise: Gender and Government Elementary Education in Chopra, Radhika, Patricia Jeffery, and Helmut Reifeld*
- 2005 *Educational regimes in contemporary India*. New Delhi and London : Sage.
- Rosaldo, Michelle Zimbalist, Louise Lamphere, and Joan Bamberger  
1974 *Woman, culture, and society*. Stanford, Calif: Stanford University Press.
- Srivastava, L.  
2005 *Mobile phones and the evolution of social behaviour* *Behaviour & Information Technology*, Vol. 24, No. 2, March – April 2005, 111 – 129
- Subrahmaniam, Ramya  
2005 *Education, Exclusion and the Developmental State*, in Chopra, Radhika, Patricia Jeffery, and Helmut Reifeld  
2005 *Educational regimes in contemporary India*. New Delhi and London : Sage.

# DEVELOPMENT: ONE DOMINATING DISCOURSE OR MULTIPLE DOMAINS?

**Heribert Beckman**

*Researcher, Department of Social and Cultural Anthropology, Tübingen University, Germany.*

*In this essay I will take a brief look at whether or not development constitutes a dominating discourse. I will address this matter not by judging whether or not development can have hegemonic or dominating effects but by looking at how useful the concept of a dominating discourse is for understanding the actual workings of the idea of development. I will argue that seeing development as a single and “Western” discourse reduces the possibility of our understanding of it, as it does not account for the many different meanings that development can have and overlooks how development endeavours as well as discourses are significantly shaped and used by actors in the South. I will show that there is a need to see development not only as constituted of several discourses, but also as encompassing different domains, to understand how and why the idea of development is so powerful with actors both in the South and North. To do so, I will begin with a brief outline of Escobar’s theory of development as a dominating discourse and Ferguson’s theory of development as an “anti-politics machine”. I will then combine several anthropological critiques of and additions to the two theories to make my argument.*

## **Development as a Dominating Discourse**

According to Escobar, development is a historically and culturally specific discourse that secures and naturalizes Western dominance over the global South by providing the very framework by which the “Third World” is seen, imagined, referred to and acted upon (1995: 5-6). He here refers to the Foucauldian concept of discourse as a space in which statements are linked to a “referential” that consists of ‘... laws of possibility, rules of existence for the objects that are named, designated or described within it, and for the relations that are affirmed or denied in it’, thereby limiting what can be said or even thought about the “Third World” and its inhabitants (Foucault 1972: 91, cited in Grillo 1997: 12).

Through the discourse of development the “Third World” and its inhabitants are therefore categorised, classified and represented in a way that allows the “West” to govern them, not through direct discipline but through the imposition of its own categories of thought on the people of the global South. According to Escobar, development thus creates social reality by providing the very categories of subjectivity through which groups and individuals define themselves as “developed” or “underdeveloped”. As the assessment of degrees of development is always in relation to “the West” as the ultimate standard, the latter’s hegemonic position becomes natural and neutral (Escobar 1995: 7-11).

Escobar argues that “Western” dominance of the South through development began with the invention of the “Third World” as a geopolitical space and the problematisation of poverty within it, and is upheld through the constant identification of new development-related problems and the subsequent delivery of “treatments” by the development apparatus (ibid. 8; 41-2). The solution for Escobar therefore lies in the rejection of and resistance to development by social movements and “grassroots” activism in the global South (ibid. 214-6).

While Escobar’s theory offers us a view of development as a coherent system of domination, it does not reveal much about how this dominance is actually accomplished and secured in different contexts, such as specific development interventions, and why it is tolerated by countries in the South. It simply seems to assume that everyone has been “corrupted” by the discourse and acts accordingly. Here Ferguson offers us a more specific explanation.

## **Development as “Anti-Politics Machine”**

Whereas Escobar seems to assume the existence of a globally connected, singular system that works in a coherent and predetermined political way, Ferguson sees development discourse as an ‘... interpretative grid through which the impoverished regions of the world are known to us’, that does not

necessarily serve neo-colonial interests (1990: xiii, 11; cited in Grillo 1997: 16), but is the outcome of an unconscious selection process within development bureaucracies aiming at justifying development interventions. In development discourse problems as well as solutions are therefore framed in neutral, technical terms, excluding potentially problematic political factors as well as everything that is beyond the reach of the development agencies' toolkits (Ferguson 1990: 67-73).

Development, Ferguson argues, thus continues to sustain itself not because of its "success", but because of two unintended "instrument effects" that regularly occur in development interventions and tend to be beneficial both for the development agencies themselves and for the state apparatus of the countries hosting the projects. Firstly, due to framing problems in technical terms, development interventions render the socio-political causes of poverty invisible and depoliticise the political-economic status quo while at the same time involving the silent extension and consolidation of state power and bureaucratic control as a "side-effect" of their implementation. Secondly, the regular "failure" of these projects delivers the justification for ever more projects to come (ibid. 252-6). These processes, however, are not deliberately planned, but part of a larger, self-reproducing "anti-politics machine" consisting of different institutions and processes that produce such outcomes '... silently and often invisibly [...]' (ibid. 275-6).

### Problems of Agency and Intentionality

While both authors refer to a single discourse of development, they leave unclear the degree of intentionality behind the discursive formation and circumvent explanations of how and by whom its dominance is accomplished (see Grillo 1997; Graaff 2006; Bending & Rosendo 2006). This becomes explicit in Ferguson's understanding of development discourse as an unconscious product of utility, and development as a "machine" that follows its own logic (see above).

Escobar and Ferguson thus seem to picture development within what Quarles van

Ufford calls a "systems model", a model of understanding policy that sees social relations as unproblematic and policy as implementable from top to bottom levels, merely passing by individual actors (1993: 138). This "determinist fallacy", as Graaff argues (2006: 1394), leads Escobar to ascribe the exercise of power vaguely to "the West" unidirectionally governing a passive and victimised "Third World" by simply imposing its concepts on the latter. "Third World" people are thus seen as agents only when acting *outside* of the all-powerful development discourse in the form of *resistance to development* (Bending & Rosendo 2006: 217).

Similarly, Bending and Rosendo argue that the "anti-politics machine" for Ferguson seems to work without intentionality, only because he attributes agency within development discourse exclusively to "The West" and not to people within Lesotho and its government. If actors from *within* Lesotho were attributed agency in constructing Lesotho as a candidate for development intervention, '... individual strategies would not add up to a conspiracy, but would have the systemic effects that Ferguson describes' (Bending & Rosendo 2006: 229-31). This would then be an example of how actors in the South can make strategic use of development discourse for their own purposes, rather than simply being dominated by it. Indeed, Ferguson himself points to the fact that the Lesotho government had strategic interests in increasing its bureaucratic power in the region of the project as well as its military presence (Ferguson 1990: 253). This observation thus raises an important question: to what extent are development interventions the product not only of "Western" impositions, but of negotiations between different actors with different public and hidden intentions? Or as Mosse puts it, what is the relation between "public" and "hidden transcripts" in development representations (2004: 645)?

### Discourses of Development

In this section I will draw on Gardner's ethnography of a "Plantations Rehabilitation Project" in the late 1980s, to show that different actors within development create and recreate "development knowledge" according to their

own understanding of development in specific contexts, and to point towards ‘... the contested nature of development [...] at virtually every level, and between every actor in the project’ (Gardner 1997: 134).

Gardner argues that the new “social” discourses of “empowerment” and “participation” in the project resulting from a recent change in donor policy were incompatible with older “technical” development discourses held by most project staff and the discourses of the plantation owners and national government as well. As the newly employed “social consultants” in the late 1980s emphasized the difficult situation of unregistered workers on the plantations, the plantations’ owners felt threatened, some of them claiming that “social factors” had nothing to do with development which they saw as a matter of increased efficiency of plantation work. The new discourse was thus seen by many plantation owners as “anti-developmental”, while it was not taken seriously by many older development workers (Gardner 1997: 143-50).

As the newly imposed donor policy was negotiated between the different parties, the new staff began presenting their “social” agenda in more technical and depoliticised terms adjusting it to the development discourses of the other parties involved, while many of the older staff began strategically representing their ideas of development in terms of the new vocabulary of “participation” or “gender”. Still the project failed as the plantation owners and the government vetoed the “social” development promoted by the donor agency (Gardner 1997: 149-53).

As can be seen in this example, development planning itself involves politics and negotiations with local actors and cannot simply be seen in terms of “Western” domination, as the interests of different powerful actors have to be considered who each interpret development and make use of it according to their own interests, rather than simply accepting a specific discourse as truth. It thus makes sense to speak not of one but multiple discourses of development that are competing with each other (see Grillo 1997). Important in this regard are especially the

relations of power within and between different parties. As described above the older development staff had to conform at least rhetorically to the new discourse of their superiors. At the same time the “social” development staff had to frame the new policy in technical terms to conform to the expectations of the other parties involved in the project, since their approval was as important as that of the donor agency for the project’s survival.

A more productive way of understanding development policy and practice is thus what Quarles van Ufford calls an “arena model”. In this model, social relations are seen as problematic and policy as constantly renegotiated at every level of implementation as circumstances as well as individual interests are changing (1993: 138-40).

While Gardner’s example shows us that the term development can be used to put forward different political agendas in its guise, we can also see that in this case local workers are excluded from the negotiations of the development that is supposed to benefit them. This example can therefore not account for the popularity of development among many less powerful people in the “Third World”. Can their views of and desires for development be as much subject to their own interests as are those of the more powerful actors or are they confined to either being dominated by the discourse or totally rejecting it, as Escobar implies?

### **Different Domains of Development**

To engage with this question, it is important to look at accounts of how local “beneficiaries” see development, and also at why development is still so popular in the “Third World”. I will therefore combine De Vries’s emphasis on the desire for development with the recognition of Quarles Van Ufford et al. that development encompasses multiple domains, to move towards a better understanding of these aspects of development.

De Vries refers to the views of Andean villagers he has interviewed, arguing that they have a quite clear definition of development, which conforms to what they see as necessary



for an improvement of their livelihoods. He also shows how the inhabitants of some villages organized themselves to demand development as they defined it from state institutions and NGOs, rather than adhering to the development discourses of the latter (De Vries 2007: 25; 39). This shows that political claims can indeed be made within development, rather than only in opposition to it, as Escobar proposes.

De Vries goes on to argue that the continuing desire for development among many people in the “Third World” cannot be explained in mere terms of the power-knowledge effects of a (Foucauldian) discourse, but has to be seen rather in terms of the creation of desires and their subsequent banalization through development practice. He therefore adds a third “instrument effect” to Ferguson’s theory, picturing development as a “desiring machine” that identifies “lacks” it then fails to cure, thereby creating new expectations and desires that in turn lead to new development interventions (2007: 37-8).

But De Vries here makes the same equation as Escobar and Ferguson. By seeing development as a single apparatus he reduces development’s desire effect to failed projects that produce new desires, even though he himself argues that the Andean villagers know quite clearly what they want. The “subjects” of development are agents that have learned to desire development, as it was promised to them (De Vries 2007: 26; 38), but they also have their own dreams and ideas about what constitutes development and what they can gain from it. Reducing development to externally imposed projects operated by a single apparatus leaves out the many other ways in which development is imagined and executed by various agents in the global South.

Gardner for example shows how villagers in Bangladesh see development as connected to formal employment, industrialisation and social welfare, and how many of them attempt to migrate abroad in order to become connected to such benefits. At the same time many successful migrants undertake their own development initiatives in their local villages, thus amplifying the tendency of young villagers to associate development with migration

(Gardner 2012: 82-5; 238-9). To put it simply, rather than *creating and banalizing* desires for development, development agencies make use of people’s desires for development that can be informed by various influences and circumstances and don’t necessarily have to do with the development agencies themselves.

For a better understanding of this point I thus want to turn to Quarles van Ufford et al.’s understanding of development as encompassing different domains as well as historical settings, namely ‘... hope, politics/administration and critical understanding [...], that have to be seen ‘... as presupposing each other – existing as intersecting circles [...]’ (2003: 17-8). This view allows for the recognition that the desire for development is primarily a “work of hope” that has to be understood as the product of a specific historical contingency (Quarles van Ufford et al. 2003: 12-3), providing ‘... a liberating possibility, eagerly seized by many people in the colonies’ (Cooper & Packard 1997: 9).

We can thus argue that while Escobar and Ferguson look at the politics/administration domain of development, they tend to leave out the “work of hope” as the driving force behind individual motivations. De Vries adds the “virtual dimension” of desire to development (2007: 29) but still attributes it to the effects of development as “politics/administration” alone. He thereby continues Escobar’s and Ferguson’s functionalist understanding of development as a singular apparatus, even though he suggests taking people’s desire for development seriously in order to demand the realisation of development as desired by its “beneficiaries” (2007: 26; 41).

But not only should people’s desire for development be taken seriously, it should also be acknowledged that it cannot be explained by the workings and representations of an apparatus or discourse alone. Development has to be seen as a powerful “work of hope” carrying ‘... the idea that tomorrow things will be better, or that more is necessarily better’ (Rist, cited in Cornwall 2007: 471). At the same time it constitutes an arena of negotiation between competing discourses and political interests in the domain of “politics/administration”, and a space for critical scholars such as Escobar and Ferguson in the domain of “critical understanding”.

But even though such a broad and diverse conceptualisation of development mediates the simplistic power models of Escobar and Ferguson, we should not lose sight of the representative aspects of development discourses. In regard to Escobar's and Ferguson's insights I thus want to suggest adding a fourth domain to development, namely one of popular understanding and identity construction that investigates how the "Third World" as well as the "First World" are constructed and experienced in "Western" and "Southern" popular perception with regard to development ideas and representations.

Dolan investigates such constructions, showing how some British Fair Trade consumers understand themselves as "moral selves", granting a victimised African "other" the right to fair wages, while some Kenyan farmers imagine the "iconic prosperity" of those "Western" consumers in contrast to their own "poor" living conditions (2007: 247-9). Development thus also provides a domain for constructing images of the "self" and the "other" that is influenced by and reinforces the domains of hope, politics and "critical understanding".

### Conclusion

The idea of discourse gives us important insights. It is a helpful concept that points towards the limitations of individual thought and action as well as to power/knowledge relations within development. It also makes us aware of development's political embeddedness and manipulative potential. Development has indeed become a powerful and often unquestioned concept that is being used for framing much present thinking about and images of the "Third World" as well as providing categories of reference for framing the "self" and the "other". But even though its origins can be traced back to European ideas, it is not singular or "Western" nor does it provide a singular mode of thinking. Various actors have appropriated development into their own understanding and for their own purposes. A functionalist view of development as a singular, "Western" and dominating "discourse" therefore hinders our understanding of agency

within and around development interventions as well as it cannot explain people's desire for development. It also does not allow the possibility of a strategic resignification of development as De Vries describes it for the Andean villagers.

Development should thus not be seen as a single discourse or apparatus, but as comprising several domains that are often categorised by disjuncture rather than being in harmony with each other. In order to understand the popularity of development it is important to see it as encompassing a domain of hope that is primarily the product of specific historical circumstances, while also being influenced by discursive images and representations. In the domain of politics/administration on the other hand, we can see development as an arena for different discourses and political operations that are hidden behind "public transcripts". Here the more powerful actors obviously have more authority, but that does not mean that others simply take over their ideas or choose to reject them as a whole. Neither does it mean that they are not influenced by powerful discourses or are not restrained by them. Rather it is important to acknowledge that development can have many different meanings for different actors and can be desired for different reasons.

### Literature

- Bending, Tim & Sergio Rosendo 2006. The Emperor's new Clothes: Rethinking the Mechanics of the "Anti-Politics Machine", in David Lewis & David Mosse (eds.) *Development Brokers and Translators: The Ethnography of Aid and Agencies*. Bloomfield: Kumarian Press, 216-237.
- Cooper, Frederick & Randall Packard 1997. Introduction, in *ibid.* (eds.) *International Development and the Social Sciences: Essays in the History and Politics of Knowledge*. Berkeley: University of California Press, 1-44.
- Cornwall, Andrea 2007. Buzzwords and Fuzzwords: Deconstructing Development Discourse. *Development in Practice* 17 (4-5), 471-484.
- De Vries, Pietre 2007. Don't compromise your Desire for Development! A Lacanian/Deleuzian Rethinking of the Anti-Politics Machine. *Third World Quarterly* 28 (1), 25-43.

Dolan, Catherine 2007. Market Affections: Moral Encounters with Kenyan Fairtrade Flowers. *Ethnos: Journal of Anthropology* 72 (2), 239-261.

Escobar, Arturo 1995. *Encountering Development: the Making and Unmaking of the Third World*. Princeton: Princeton University Press.

Ferguson, James 1990. *The Anti-Politics Machine: Development, De-Politicisation and Bureaucratic Power in Lesotho*. Cambridge: Cambridge University Press.

Gardner, Katy 2012. *Discordant Development. Global Capitalism and the Struggle for Connection in Bangladesh*. Pluto Press: London.

Gardner, Katy 1997. Mixed Messages: Contested 'Development' and the 'Plantation Rehabilitation Project', in Roderick Stirrat & Ralph Grillo (eds.) *Discourses of Development: Anthropological Perspectives*. Oxford & New York: Berg Publishers, 133-156.

Graaff, Johann 2006. The Seductions of Determinism in Development Theory: Foucault's Functionalism. *Third World Quarterly* 27(8), 1387-1400.

Grillo, Ralph 1997. Discourses of Development: The View from Anthropology, in Roderick Stirrat & Ralph Grillo (eds.) *Discourses of Development: Anthropological Perspectives*. Oxford & New York: Berg Publishers, 1-33.

Mosse, David 2004. Is Good Policy Unimplementable? Reflections on the Ethnography of Aid Policy and Practice. *Development and Change* 35 (4), 639-671.

Quarles van Ufford, Philipp, Ananta Kumar Giri & David Mosse 2003. Interventions in Development. 'Towards a new moral Understanding of our Experiences and an Agenda for the Future, in Philipp Quarles Van Ufford & Ananta Giri (eds.) *A Moral Critique of Development: In Search of Global Responsibilities*. London & New York: Routledge, 3-40.

Quarles Van Ufford, Philip 1993. Knowledge and Ignorance in the Practices of Development Policy, in Mark Hobart (ed.) *An Anthropological Critique of Development: The Growth of Ignorance*. London & New York: Routledge, 135-160.

# DOMESTIC VIOLENCE AGAINST WOMEN IN INDIA: AN OVERVIEW

**A. Kumara Swamy**

*Research Scholar, Department of Public Administration, University College of Arts and Social Sciences,  
Osmania University, Hyderabad-500 007, Telangana.*

## ABSTRACT

*Women constitute half of the India's population, perform two-third of its working hours, earn one-fourth of the income and own one-tenth of property. This anomaly is being now questioned and the underlining Gender based discrimination challenged in our Indian society. The constitution of the Republic of India guarantees, besides other rights, protection of life and personal liberty and provides adequate safeguards against the arbitrary deprivation thereof by the state and others for women, in India there is no dearth of human rights violation against them. Apart from the constitution at the national level, there is a plethora of United Nations documents on protecting the rights of women and also government of India made number of committees, commissions and acts to protect women from domestic violence.*

*Domestic violence in India is endemic and widespread predominantly against women. Around 70% of women in India are victims to domestic violence. National crime Records Bureau (NCRB) reveal that a crime against a woman is committed every 3 minutes, a woman is raped every 29 minutes, a dowry death occurs every 77 minutes and one case of cruelty committed by either the husband or relative of the victim. According to NCRB (National Crime Records Bureau) 2,13,585 Crimes filed related to women in 2010. Whereas in 2011 crimes against women especially domestic violence cases are 94,041. The national capital territory Delhi stood first at national level crime against women, after that Andhra Pradesh, west Bengal, Uttar Pradesh came next in the list respectively.*

*There is the need of the hour to tackle the menace of social evil especially domestic violence against women in the country. It is the duty of every citizen irrespective of gender to ensure the safety of women. This paper will focus on domestic violence in terms of causes, consequences and its relevant aspects of the constitutional and legislations thereof.*

**Key Words:** *Gender, Discrimination, Domestic Violence, Human Rights, Safeguards.*

## Introduction

Women have a unique position in every society whether developed, developing or underdeveloped. This is particularly due to the various roles they play during various stages of their life, as daughter, wife, mother and sister etc., In spite of her contribution in the life of every individual human being; she still belongs to a class or group of society which is in a disadvantaged position on account of several social barriers and impediments. She has been the victim of tyranny at the hands of men who dominate the society. The position of Indian woman is not better compared to their counterparts in other parts of the world.

The women have been victim irrespective of her economic background. The rich and the poor alike are the victims of social barriers and disadvantages of varying kinds. A Report of the United Nations Organizations points out that women constitute half the world population, perform nearly two-thirds of work hours,

receive one-tenth of the world's income and own less than one-hundredth percent of world's property.

In India almost half of the Indian population is women. They have always been discriminated against and have suffered and are suffering discrimination in silence in the civilized as well as the primitive society. The constitution of India prohibits any discrimination solely based on the ground of sex in general and in the matter of public employment. This prohibition of gender-based discrimination has been given the status of a fundamental right. Various other laws have been enacted to deal with the personal matters like marriage, divorce and succession etc., of the women.

## Definition of Domestic Violence

The term Violence is synonymous with family violence which envelopes elder abuse, child abuse, wife abuse and other forms of violence between family members. Violence between spouses is often defined as "Intimate

Partners Violence”. IPV is also prevalent between partners who are not actually married.

The abuse and the abused can be in a live-in arrangement. Terms like wife battering, wife beating, husband beating, husband abuse, wife abuse are regularly used in instances of domestic violence. In recent times words like “battering” and “battered” are less accepted because they do not cover other forms of violence which go beyond physical abuse. These other forms of abuse also have the potential create to severe mental and emotional disorders in individuals which can escalate in to acts of suicide and self-damage.

### **In America**

Domestic Violence is defined as a “pattern of abusive behavior in any relationship that is used by one partner to gain or maintain power and control over another intimate partner”. This definition of domestic violence is considered complete by the Office on violence against women (O.V.M) in the U.S.

### **In India**

Human relationships lead to domestic violence when one adult misuses his power to control another person’s life. Violence is primarily the establishment of fear and control in a relationship through physical and other forms of violence and abuse. The violence normally manifests as physical abuse, mental torture, sexual assault and threats. Violence can be more subtle, like degrading someone constantly, depriving them of money or confining them to the house. Emotional abuse and social ostracism can be as bad as physical abuse in terms of long term effects.

### **In Britain**

Domestic Violence Policy Defines Domestic Violence as “patterns of behaviour characterized by the misuse of power and control by one person over another who are or have been in an intimate relationship”. This is said to occur in all kinds of relationships ranging from same sex to mixed gender. Domestic violence has very long term and serious repercussions on the lives of individuals, children, adults, families and communities. Domestic violence can be physical, mental psychological or emotional. The

latter encompasses intimidation, financial abuse, threats, damage to property etc.

Domestic Violence manifests on all three levels namely-physical, emotional and mental. Physical violence can be direct like unwanted contact, marital rape and murder. Indirect physical violence can include actions like destroying objects, throwing things around the victimized person or harming pets and abusing dependents. Verbal threats, insults, and attacks also come under the slot of violence. Nonverbal abuse can be done through facial expressions, body language, threatening gestures and sometimes by discounting another’s individuality and silent treatment.

The United Nations has adopted more than 20 principal treaties in elaborating women rights. Such as women (Convention on the Elimination of All forms of Discrimination against Women. 1979), and children (Convention on the Rights of the Child 1989).

### **UN Conventions related to women**

There are about five international Covenants related to women and related issues. These Covenants are:

- ❖ Convention on Political rights of women (1954)
- ❖ Convention on the nationality of married women (1958)
- ❖ Convention on the consent of marriage minimum age of marriage age registration of marriages (1964)
- ❖ Convention on the elimination of all forms of discrimination against women (1979)
- ❖ Optional Protocol to the Convention of Convention on the elimination of all forms of discrimination against women (2000)

Of these documents instruments, the Convention of the elimination of all forms of discrimination against women gains importance in the Indian context as well as in many other countries.

### **The Convention on the Elimination of All Forms of Discrimination against Women (CEDAW: 1979)**

Adopted in 1979 by the UN General Assembly is often described as an international

bill of rights for women consisting of a preamble and 30 articles it defines what constitutes discrimination against women and set up an agenda or national action to end such discrimination.

The Convention defines discrimination against women as “.....any distinction exclusion or restriction made on the basis of sex which has the effect or purpose of impairing or nullifying the recognition enjoyment or exercise by women irrespective of their marital status on a basis of equality of men and women of human rights and fundamental freedoms in the political, economic, social cultural civil or any other field”. By accepting the Convention States commit themselves to undertake a series of measures to end discrimination against women in all forms including:

- To incorporate the principle of equality of men and women in their legal system abolish all discriminatory laws and adopt appropriate ones prohibiting discrimination against men:
- To establish tribunals and other public institutions to ensure the effective protection of women against discrimination: and
- To ensure elimination of all acts of discrimination against women by persons, Organizations or Enterprises.

The Convention provides the basis for realizing equality between women and men through ensuring women's equal access o and equal opportunities in, political and public life-including the right to vote and to stand for election as well as education, health and Employment. States parties agree to take all appropriate measures, including legislation and temporary special measures so that women can enjoy all their human rights and fundamental freedoms.

### Women and Constitutional Safeguards

The problem of CAW (Crime against Women) in Indian Society is not new. Women have been the victim of suppression, torture and exploitation since Post Vedic period. After Independence and after a long struggle for her rights Indian women have got social recognition and right to participate in social, economic,

political and religious life. The Constitution of India guarantees to all Indian Citizens:

- ❖ Equality before the law. Article 14.
- ❖ Prohibition of discrimination by the state on the grounds of religion, race, caste, sex, place of birth or any of these. Article 15(1)
- ❖ Special provisions to be made by the state in favour of women and Children. Article 15 (3).
- ❖ Equality of opportunity for all Citizens in matters relating to employment or appointment to any office under the state. Article 16.
- ❖ Prohibition of traffic in human beings and other similar forms of forced labour. Article 23.
- ❖ State policy to be directed to securing for men and women equally, the right to an adequate means of livelihood. Article 39(a).
- ❖ Equal Pay for Equal Work to both men and women. Article 39(d).
- ❖ Provisions to be made by the state for securing just and humane conditions of work and for maternity relief. Article 42.
- ❖ To promote harmony and to renounce practices derogatory to the dignity of women. Article 51(A)(e).
- ❖ In addition of above constitutional guarantees Government of India has enacted the following Acts to protect women from torture, exploitation and humiliation:
  - ❖ Immoral Traffic Prevention Act, 1956.
  - ❖ Dowry Prohibition Act, 1961.
  - ❖ Maternity Benefit Act, 1961.
  - ❖ Equal Remuneration Act, 1976.
  - ❖ Sati Prevention Act, 1987.
  - ❖ Domestic Violence Act, 2005.

But despite all these constitutional and legal safeguards the sufferings of women on different grounds still exist. The problem of CAW is deep rooted in our society and the incidence of CAW mainly in the form of Female Feticide, Dowry Deaths, Rape, Kidnapping and Abduction; Honor Killing etc., have increased on a large scale during the last forty years.

### Types of Crime against Women

The types of Crime against Women are as under:

#### Kidnapping and Abduction

Kidnapping means taking away a minor Child (below the age of 18 years) of either sex using tactful tactics. In this action the kidnapped child could not sense that he/she has been taken away from his/her parents and native place. Big ransom is demanded for his/her release. If the demand of the abductors is not fulfilled, either the abductors kill the abducted child or the abducted child is thrown into begging or sold at brothels.

Abduction means taking away a girl or woman married or unmarried and of any age group from her dwelling place deceitfully, fraudulently, forcibly with the intention of seducing her to illicit sex or compelling her to marry a person against her will. They are also thrown in flesh trade and sometimes they are transported to other countries for prostitution.

#### Rape and Murder

This type of crime is heinous crime committed with a girl or woman of any age group. The rapist satisfies his Sex desire using full force over the victim. The rapist doesn't care for the age or Physique of the victim. He doesn't need and wait for her willingness. The victim can be a child of months or years, minor or adult, married or virgin. He also doesn't care of her caste, colour, religion or nationality etc. In ten per cent cases the crime becomes more heinous when the rapist kills the victim after rape just for the reason that the victim had threatened him of reporting the matter to her parents or police. It is a sorry state of affairs that 90 per cent rape crimes are committed by relatives, friends and lovers. In other words 90 per cent rapists and victims are known to each other.

#### Dowry Death

Marriage is a heavenly dream for every young girl. She marries the man trusting him that he will give her all types of joys and happiness of life. But her married life becomes hell when she is physically beaten up and

mentally tortured just to force her to bring more and more cash and valuables from her parental house. The demand goes on increasing every time. When the bride refuses to fulfill the dowry demand of her husband and in-laws, the bride is either forced to commit suicide or she is murdered or burnt alive by her matrimonial members. Though Dowry Prohibition Act, 1961 and Domestic Violence Act, 2005 are there to give full protection to a married woman yet the case of dowry death and divorce are increasing day-by-day.

#### Why Violence against Women?

Violence against women is partly a result of gender relations that wrongly assumes men to be superior to women. Such assumptions are not only a fact in India, but also form a basis in many other countries of the world. Given the subordinate status of women, much of gender violence is considered normal and enjoys social sanction. With different processes of socialization that men and women undergo, men take up stereotyped gender rules of domination and control, whereas women are forced to take up that of submission, dependence and respect for authority. A female child grows up with a constant sense of being weak and in need of protection. Whether physical social or economic. This helplessness, forced by the society and its culture, has led to her exploitation at almost every stage of life. The family socializes its members to accept hierarchical relations expressed in unequal division of labour between the sexes and power over the allocation of resources.

Some social practices, in India, directly violate special rights of women and lead to specific crimes against women. They are:

- ❖ Dowry
- ❖ Widowhood
- ❖ Gender harassment
- ❖ Wife abuse
- ❖ Sati
- ❖ Infanticide
- ❖ Bigamy
- ❖ Molestation
- ❖ Cruelty by Husband and His relatives
- ❖ Kidnapping and Abduction
- ❖ Rape
- ❖ Dowry Death

- ❖ Indecent representation of women
- ❖ Importance of Girls
- ❖ Under-age mothers

### **Dowry and Domestic Violence**

The monetary status of the articles, currency, estate and other things brought a woman to her husband after marriage is defined by the word dowry or trousseau. Dowry is an age old custom which prevails all over human society in one form or the other. There are many regulations and codes of conduct in different cultures commanding the way dowry should be handled. Mehr or bride price is the exact opposite to dowry, where the boy and his family have to pay a price to get a bride. The custom of dowry is still prevalent in India. It is an ancient Indian practice which has taken ugly proportions in modern times. It is more common in the northern part of the country.

The ugly face of dowry related crimes within the high walls domesticity, where brides are burnt for dowry and female children squashed in the wombs of the mothers – gave birth strict anti-dowry laws listed in Section 498(A) of The Indian Penal Code. Effective police action and increased social awareness of the evil effect of the practice of dowry has done much to diminish its popularity. But dowry still persists in many parts of the country and is one of the main reasons of domestic abuse.

Dowry started as custom in the upper classes of Indian Society but became the bane of all classes and communities with time. Sanctioned dowry stimulates the emotion of greed in man and undermines the true purpose of matrimony joint families are still a part of Indian Society. An Indian girl marries to become a part of the boy's extended family unlike western countries where the man and woman marries to live alone and create their own financial independence. The social definition of family in India places an added burden on the girl amity to pay a dowry as dowry demands are made verbally in the form of customs and rituals and these demands continue indefinitely beyond the extent of the wedding date. An inability to cater to these demands then leads to domestic violence and abuse.

### **Different forms of Domestic Violence in India Domestic Violence against Women**

This form of domestic violence is most common of all. One of the reasons for it being so prevalent is the orthodox and idiotic mindset of the society that women are physically and emotionally weaker than the males. Though women today have proved themselves in almost every field of life affirming that they are no less than men, the reports of violence against them are much larger in number than against men. The possible reasons are many and are diversified over the length and breadth of the country. According to United Nation Population Fund Report, around two-third of married Indian women are victims of domestic violence and as many as 70 per cent of married women in India between the age of 15 and 49 are victims of beating, rape or forced sex. In India, more than 55 per cent of the women suffer from domestic violence, especially in the states of Bihar, Uttar Pradesh, Madhya Pradesh Orissa and other northern states.

In Urban areas there are many more factors which lead to differences in the beginning and later take the shape of domestic violence. These include – more income of a working woman than her partner, her absence in the house till late night, abusing and neglecting in-laws, being more forward socially etc. Working women are quite often subjected to assault and coercion sex by employees of the organization. At times, it could be voluntary for a better pay and designation in the office.

### **Domestic violence against Widows**

Violence against young Widows has also been on a rise in India. Most often they are cursed for their husband's death and are deprived of proper food and clothing. They are not allowed or encouraged for remarriage in most of the homes, especially in rural areas. There have been cases of molestation and rape attempts of women by other family members in nuclear families or someone in the neighbourhood. At times, women are even sexually coerced by their partner themselves against their will. They are brutally beaten and tortured for not conceiving a male child. Incidents like, Ripping off a woman's womb for killing the female foetus



when she disagrees for abortion have also come to light especially in rural areas. Female foeticide and female infanticide continue to be a rising concern.

### **Domestic Violence against Children/Teens**

Children and Teenagers in our society are not spared from the evil of domestic violence. In fact, this form of violence is second in terms of number of reported cases after the 'Violence against Women'. There is a lot of variation in the form of its occurrence in urban and rural areas and in upper/middle class and lower class families in India. In urban regions, it is more private and concealed within the four possible walls of homes. The possible reasons could be disobeying parental advises and orders, poor performance in academics or not being at par with other children in neighbourhood, debating with parents and other family members etc. In addition to this, factors like not being socially intelligent or as active as the parents expect them to be, abusing the parents or speaking ill about other family members, not returning home on time are some other factors.

In rural areas the reasons could be harassment for child labour, physical abuse or harm for not following family traditions, forcing them to stay at home and not allowing them to go to school etc. Domestic violence against girls is in fact more severe at homes. As the common mob mentality of India prefers to have at least one male child after marriage, the girls in most of the occasions are cursed and assaulted for having taken birth in the home. This kind of abuse is prevalent both in cities and villages but is more common in later case. Then there are cases of paedophilia causing sexual harassment of children in homes by family member themselves. In fact the number of rape cases of pre-matured girls has been rising since last few years. A survey of teens and college students found that rape accounted for 67 per cent of sexual assaults in girls. Apart from sexual abuse and rape, pushing, slapping, punching, stalking and emotional abuse are other forms of domestic violence against children.

### **Domestic Violence against Olds**

This form of domestic violence refers to the violence which old people at home are subjected to by their children and other family members. This category of domestic violence largely goes under-reported in India. It is because of the dependency of olds on their children and having a fear of not being looked after or even ousted if the violence is revealed in public. The main causes of violence against aged people are – children being hesitant in bearing the expenses of the old parents, emotionally victimizing the olds and beating them to death to get rid of them. On various occasions, they are beaten for doing something against the desire of family member. One of the very common reasons includes torture for property grabbing.

There is also a widespread understanding that the neglect, deprivation and marginalization of older women are the normal consequences of ageing. In fact the plight of young widows in homes as discussed above now becomes more serious as a result of the ageing of those women. They are cut off from the society they are living in, ignored, abused, cursed, and considered as bad omens. The atrocities of sons, daughter-in-laws, daughters and husbands could be another cause of domestic violence specifically against older women. They are restrained from cooking, housekeeping, or participating in activities outside the home.

While it is difficult to accurately measure the extent of the problem on a national scale, given the fact that most families deny that such abuse but we do know that the number of old people in our midst is growing. A current estimate puts the 60-plus population at around 90 million in India and is projected to have a population of 142 million older people by 2020. Given this demographic reality an important concern is the kind of action the country can take at the individual and societal level to alleviate abuse and neglect of elderly class.

**Table**  
**Crime Head-wise Incidents of Crime Against Women during 2006 - 2010 and**  
**Percentage variation in 2010 over 2009**

Sl. No.	Crime Head	Year					Percentage variation in 2010 over 2009
		2006	2007	2008	2009	2010	
1.	Rape (Sec.376 IPC)	19,348	20,737	21,467	21,397	22,172	3.6
2.	Kidnapping & Abduction (Sec. 363 to 373 IPC)	17,414	20,416	22,939	25,741	29,795	15.7
3.	Dowry Death (Sec. 302 / 304 IPC)	7,618	8,093	8,172	8,383	8,391	0.1
4.	Torture (Sec.498-A IPC)	63,128	75,930	81,344	89,546	94,041	5.0
5.	Molestation (Sec. 354 Ipc)	36,671	38,734	40,413	38,711	40,613	4.9
6.	Sexual Harassment (Sec.509 IPC)	9,966	10,950	12,214	11,009	9,961	-9.5
7.	Importation of Girls (Sec. 366-B IPC)	67	61	67	48	36	-25.0
8.	Sati Prevention Act,1987	0	0	1	0	0	-
9.	Immoral Traffic (Prevention) Act,1956	4,541	3,568	2,659	2,474	2,499	1.0
10.	Indecent Representation of Women (Prohibition) Act,1986	1,562	1,200	1,025	845	895	5.9
11.	Dowry Prohibition Act 1961	4,504	5,623	5,555	5,650	5,182	-8.3
	<b>Total</b>	<b>1,64,765</b>	<b>1,85,312</b>	<b>1,95,856</b>	<b>2,03,804</b>	<b>2,13,585</b>	<b>4.8</b>

Source: National Crime Record Bureau: 2010

### (VII) Consequences of domestic Violence

There are varied consequences of domestic violence depending on the victim, the age group, the intensity of the violence and frequency of the torment they are subjected to. Living under a constant fear, threat and humiliation are some of the feelings developed in the minds of the victims as a consequence of an atrocious violence.

#### (1) Effect on the Victim and the Family

Buttered women have tendency to remain quiet, agonized and emotionally disturbed after the occurrence of the torment. A psychological set back and trauma because of domestic

violence affects women's productivity in all forms of life. The suicide case of such victimized women is also a deadly consequences and the number of such cases is increasing. A working Indian woman may drop out from work place because of the ill-treatment at home or office, she may lose her inefficiency in work. Her health may deteriorate if she is not well physically and mentally. Some women leave their home immediately after first few atrocious attacks and try to become self dependent. Their survival becomes difficult and painful when they have to work hard for earning two meals a day. Many such women come under rescue of women welfare organizations. Some of them

who leave their homes are forcefully involved in women trafficking and pornography. This results in acquiring a higher risk of becoming a drug addict and suffering from HIV/AIDS. Some, of course, do it by their choice.

## **(2) Effects of Domestic Violence on Children**

Domestic violence has a damaging effect of children and adolescents, both emotionally and psychologically. The term domestic violence defines the physical, emotional, sexual, social, verbal and financial abused hurled by domestic partners on each other. Children living in homes which are infested with domestic violence witness at least three – quarters of the bad incidences between adults.

Nearly half the children in abusive families have themselves been subjected to beatings and emotional abuse. Children living amidst domestic violence are also more vulnerable to sexual and physical abuse. It should be obvious to any sensitive individual that a child witnessing physical and psychological violence between his parents is bound to be effected.

Children living in such circumstances show signs of distress and stress in their behavior. Their anxiety often manifests in the form of aches and pains, bed wetting, sleep disorders, aggression, cowardice or extremely childish behavior. They are seen to have temper tantrums and lose concentration. Boys from violent homes become disobedient and violent – and start using aggression to solve their problems. This they learn by aping adult behavior. Adolescent males can play truant and can succumb to drugs and alcohol.

A girl child from violent home can withdraw from society and become completely depressed. Girls are seen to lose their self esteem and imagine physical distress. They can also become suicidal, cut themselves and have eating disorders. Females bottle up their anxiety and can get drawn into bad relationships as teenagers. Children from violent family often perform badly in academics. Post-traumatic stress disorders like nightmares and flashbacks are also observed in such children.

The long term effect of domestic violence on children can be very damaging to society. Children from violent homes usually grow up to be violent and abusive themselves. Parents are the role models for children and they copy their behavior as adults. Boys learn to be violent like their fathers and girls learn to accept violence like their mothers, as something expected and unavoidable. However there are many instances of children turning against their parent's behavior and trying hard not to make the same mistakes. But children from unhappy and violent families often lack social qualities and find it difficult to get on the other people.

## **(3) Effect of Domestic Violence on the Society**

All the different forms of violence discussed in this essay adversely affect the society. Violence against women may keep them locked in homes succumbing to the torture they face. If they come out in open and reveal the wrong done to them for help and rescue, it influences the society both positively and negatively. At one hand where it acts as an inspiration and ray of hope for other suffering women, on the other hand it also spoils the atmosphere of the society. When something of this kind happens in the society, few families may witness the evil of domestic violence knocking their door steps. Some families try to imitate what others indulge in irrespective of it being good or bad for the family.

## **(4) Effect on the Productivity**

As mentioned earlier, domestic violence affects the productivity level of the victim negatively. Men and women lose interest in household activities. If they are employed they fail to work with full capabilities in workplace. Children are found to concentrate less on studies. They drop out of school and do not get the education which otherwise they might have got if they were not tormented and thus the country loses a productive asset. Therefore, the nation's productivity altogether gets affected because of domestic violence in homes.

## **(VIII) Legislations relating to Domestic violence against women**

### **(1) The Immoral Traffic(Women)Prevention Act,1956**

The basic objective of the Suppression of Immoral Traffic in Women and Girls Act, 1956 was to punish brothel keepers, procurers and pimps and prevent prostitution in or in the vicinity of public places. The Act was amended in 1978 and, more recently, in 1986 now titled "the Immoral Traffic (Prevention) Act". It is applicable to both men and women. It provides more stringent penalties particularly with reference to offences against children and minors. It provides that the special police officer/trafficking police officer making a search shall be accompanied by at least two women police officers, and that a woman/girl would be interrogated only by a woman police officer and in their non-availability, in the presence of a woman social worker.

### **(2) The Dowry Prohibition Act,1961**

The Dowry Prohibition Act, 1961 was amended in 1984 and again in 1986 to make the provisions.

Of this law more stringent and to plug the loopholes which had made it ineffective. The period of limitation for filing complaints was removed. The Court now has powers to act on its own knowledge or on a complaint by a recognized welfare organization. The offence has been made cognizable for the purpose of investigation. Protection is extended to the 'complaint'. A new section on "dowry murder" has been introduced in the Indian Penal Code. This Indian Evidence Act amended to shift the burden of proof, to the husband and his family where dowry is demanded and the bride dies within 7 years of the marriage otherwise than under normal circumstances, to the husband and his family. Provision for appointment of Dowry Prohibition Officers and Advisory Committees has also been made. Advertisements offering consideration for marriage are now punishable.

The recommendation of the Committee on the Status of Women for banning the taking or giving of dowry in the Government Servants Conduct Rules, had been accepted in 1976 and

Clause 13A was introduced in the Central Service Rules for the purpose. The demand for dowry needs to be made a ground for divorce in all relevant acts.

### **(3) The maternity Benefit Act of 1961**

The Maternity Benefit Act, 1961, provides for maternity leave to women working in factories, mines and plantation, including government establishments. The Employees State Insurance Act, 1948 also provides for maternity leave for low paid workers, but neither in the unorganized nor in the agricultural sectors there any such legal rights for women.

### **(4) The Equal Remuneration Act,1976**

The Equal Remuneration Act was passed in 1976. This Act provides for equal pay for men and women doing the same or similar work. It also forbids discrimination on the basis of sex at the time of recruitment and after. This Act is, however, not applicable to the unorganized sector where the bulk of the women work. In the agricultural sector, there is a provision for fixing a statutory minimum wage but invariably the work women do is classified as semi or unskilled and they are paid much less, often less than the minimum wage. Labour laws often treat the male headed family as a unit even if the husband, wife and children are all contributing their labour. For instance under the Bonded Labour System (Abolition) Act, 1976 when the Government gives relief, it is given to the 'head' of each family.

### **(5) Sati Prevention Act, 1987**

The most recent case of Law being enacted to protect the woman victim is the law against the practice of widow burning or Sati. The Law was passed by parliament in response to a national demand following the burning of the young educated Roop Kanwar on the funeral pyre of her husband in Deorala, Rajasthan. There has been some debate on Section 3 of the Commission of Sati (Prevention) Act, 1987 which states:

"Notwithstanding anything contained in the Indian Penal Code, whoever attempts to commit Sati and does any act towards such commission shall be punishable with imprisonment

for a term which may extend to six months of with fine or with both...”

The Act also prescribes the maximum punishment for the abetment of the commission of Sati, to equate it with murder rather than with abetment of suicide under section 306 of the Indian Penal Code, as had been done in earlier cases of commission of Sati. The Act also makes glorification of the practice of Sati an offence and goes a long way in refuting the myth that Sati is a manifestation of the glory of Hindu women.

### **(6) The Domestic Violence Act, 2005**

The Domestic Violence Act 2005 came into effect from Oct. 26, 2006 when the Ministry of Women and Child Development issued notification for enactment of the Act by laying down the rules framed for the implementation of the Act. The Act aims to protect women against physical, mental and verbal abuse by husbands and live – in partners. The Ministry of Women and Child Development Says violators face up to a year in prison and heavy fines.

The Act will go a long way to provide relief to the woman from domestic violence and get due. The ministry requested all state Governments and Union Territories to ensure that the necessary administrative arrangements are immediately put in the place for the commencement of the Act.

### **(IX) Suggestions to Control Domestic Violence Against Women**

#### ***(i) Self- Defense Training***

The self defense training programmes should be launched in all the schools and colleges. More and more self defense training camps should be organized for the training of working and non-working women throughout the country and near their localities.

#### ***(ii) Expansion of Women Education***

To make women economically independent and to make them aware of their rights and freedoms, and of laws protecting them from domestic violence etc. State Governments and Government of India should open more and more educational institutes. At

least one polytechnic or engineering college, one medical and nursing, college, one I.T.I., one teacher training college and one general academic college for women should be opened in each district of each state of the country. Scholarship should be given to girl students generously for higher education. Special attention must be given to girl students generously for higher education. Special attention must be given to educate the girls residing in remote, backward and distant areas of the country. It is rightly said that one educated woman can educate the whole family. To make this dream a reality a target of education all girls of the country should be set up and sincere efforts be made to achieve the target.

#### ***(iii) Empowerment of Women***

To make the life of a married woman stable and peaceful empowerment of woman is the need of the time. If the woman is economically independent, she is given all respect by all the members of the family. For this Government should open such training centers from where they could get professional training just as tailoring, embroidery, beautician etc. They should also be given financial help as grants and loans to establish their own shop or business.

#### ***(iv) Attitudinal Change of Society***

Until and unless the attitude of society is changed towards women the problem of crime against women cannot be controlled. It is a well established fact that our society is a males dominant society in which women must follow men in all circumstances without asking any questions for them. It is man who is superior to woman. This type of attitude needs a change for a healthy wealthy and peaceful family life.

#### ***(v) Marriage Registration***

Registration of marriages should be made compulsory. The cases on account of domestic violence and dowry harassment should be registered by the police for taking legal action against the husband and in-laws on the complaint of only those married women whose marriages have been registered in registrar office. Besides this, a list of gift items should be

given by the parents of the bride the husband, Crime women Cell and Income Tax department at the time of marriage.

***(vi) Involvement of Voluntary Organisations and NGOs***

The Voluntary Organisations and NGOs should be involved to provide counseling facilities to the married couples so that mutual understanding could be established and certain major and minor conflicts could be settled between husband and wife.

***(vii) Strengthening of Women Commission***

The national Commission for women and the States Commission for women should be given constitutional status with given constitutional status with magisterial powers to deal strictly with the dowry seekers and wife beaters.

***(viii) Role of National Human Rights Commission***

The national Human Rights Commission should make efforts for the upliftment of women's status and protection of women's rights in society.

***(ix) Provisions of Strict Punishments for Culprits***

Rapists should be given life imprisonment if rape is confirmed against them. The Honor killing should be declared as a horror killing and the culprits should be given death penalty. The kidnappers and the abductors should be given at

least ten years imprisonment which may extend up to life imprisonment along with heavy fine.

**References**

1. Dr.P.Madhava Soma Sundaram "Women, Violence and Related Rights in India: A Situational Analysis. Indian Police Journal April-June 2005 pp 42-44
2. Panda. P and Agarwal, Marital Violence, Human Development and Women's property status in India. World Development 2005 Pp 823-850.
3. D.Poonam S.Chauhan "Women and Social Conditions" 1996. Manak Publications (pvt.) Ltd. New Delhi.
4. Pooja Sehrawat "Crime against Women and Constitutional Safeguards" Prathyogita Darpan Jan 2002 Pp 1221-1222.
5. Dr. Lanmi Devi "Crime Atrocities and Violence Against Women and Related Laws and Justice". Institute for Sustainable Development, Lucknow, Anmol Publications Pvt. Ltd. 1998 Pp 267-282.
6. V.D.Gadkr "Women and Social Evils" (Article), Asst. Director National Institute of Public Cooperation and Child Development, Regional Centre Lucknow, Anmol Publications 1998. Pp65-83.
7. Dr. G.B. Reddy "Woman and the Law", Gogia Law Publications Hyderabad, 7<sup>th</sup> edition 2010 Pp95-114.
8. Protection of Women from Domestic Violence Act, 2005.
9. [www.Domesiv](http://www.Domesiv) Violence in India.
10. [www.ncrb.nic.in](http://www.ncrb.nic.in)

# VIOLATIONS OF LABOUR RIGHTS ISSUES UNDER SUMANGALI SCHEME IN TEXTILE INDUSTRIES IN TAMIL NADU

**A. Arockia Maria Michealraja\***

*\*Ph.D. Scholar & Assistant Professor, Department of Rural Development Science,  
Arul Annadar College, Karumathur, Madurai-625 514.*

&

**Dr. S. Arul Prasad\*\***

*\*\*Associate Professor, Department of Rural Development Science,  
Arul Annadar College, Karumathur, Madurai-625 514.*

## ABSTRACT

*India is the second largest country in textile manufacturing which gives way to gainful employment avenues to millions of workers. Nearly 60 to 80 per cent of workers were reported to be temporary in this industry. The textile industry in Tamil Nadu recruits young unmarried women under the scheme called "Sumangali Scheme". It has been reported that these young women workers are exploiting under the Scheme. The Sumangali Scheme goes by various names in the South Indian textile industry 'Camp coolie system', 'Thirumangalam thiruman thittam' and is said to have originated in spinning mills around Coimbatore in the late 1990s. The agents identified young women workers from poor families in rural areas of all over Tamilnadu. This paper highlights the violation of labour rights in Textile industry under sumangali scheme. Descriptive research design was adopted. The sample size of the study is 50. Stratified random sampling method was adapted to choose young women who worked under the sumangali scheme. The major labour rights violations like working hours and leave benefits, wages, social security benefits, health and safety measures were discussed in this research.*

**Key Words:** *Sumangali Scheme, Labour rights, Textile industry*

## INTRODUCTION

In Tamil Nadu there are thousands of companies involved in textile and garment production. The factories operate 24 hours a day and thus require a large number of workers to keep going. The manufacturers are in search of cheap labour and they need a great number of workers as well. The employers prefer to hire female workers because female labourers are cheaper than male labour. Though Indian law insists that women should be paid equally it is general practice that they are not be paid. Female workers are also considered more docile and loyal than their male colleagues. The employer innovatively discovered a new scheme to recruits female labours known as "Sumangali Scheme". It is said to have originated in Coimbatore in the late 1990s. Sumangali is a form of child labour, in the scheme an unmarried girl is hired on a contract for three to five years, during which she earns a wage, and after which she is paid a lump sum to pay for a dowry. The scheme is also known as Sumungali scheme, Sumungali Thittam, Mangalya Thittam,

Thirumangalam Thiruman thittam, the marriage scheme, and the camp coolie system. The name Sumangali means "married woman" or "happily married woman" in Tamil. It refers to a "single girl becoming a respectable woman through marriage".

## STATEMENT OF THE PROBLEM

The Sumangali Scheme was started with good objectives in mind. However, after it became popular, each mill began interpreting it differently, leading in some cases to the exploitation of young women workers. Sumangali Scheme has been criticized and highlighted as a means by which textile industry employs cheap labour by forcing young women workers to work as "apprentices" for long hours, in poor and unhygienic working and living conditions, forcing them to stay in company operated premises or hostels, and limiting their contact with the outside world, thereby violating their fundamental rights and freedom of association. According to of CASS-TN the practice of 'Sumangali Thittam' is the new face of bonded

labour. Under the scheme, contractors identified by textile mills recruited girls from southern districts to work in textile units spread over Dindigul, Tirupur, Coimbatore and Erode districts on the promise of a lump sum payment, ranging from Rs.30,000 to Rs.40,000. They are exposed to “inhuman conditions” at workplace and made to work for over 12 hours a day. This often resulted in ill health that jeopardized their marriage prospects. Many of the female could not complete the three-year period and had to come back without the promised money. According to M.A. Britto, convener, CASS-TN, said that the State Government, in an affidavit filed in the Madras High Court on February 14, 2007, had admitted that 7,810 persons were employed under the ‘Sumangali Thittam’ in 73 mills of Erode district; 21,599 in 291 mills of Coimbatore district and 9,042 in 42 mills of Dindigul district. Most of the girls were below 18 years of age, he alleged. These young women are alleged to be paid below the minimum wage fixed by the Government, without statutory benefits such as Provident Fund (PF) and Employees State Insurance (ESI) and compelled to work for long hours.

### **REVIEW OF LITERATURE**

The Sumangali Scheme: The word “Sumangali” in Tamil refers to an unmarried girl becoming a respectable woman by entering into marriage. In a common Hindu marriage the bride’s family has to provide the groom’s family with a dowry and has to bear the expenses of the wedding. Family from the low castes who cannot bear these costs are persuaded by agents under the Sumangali scheme to sign a contract which binds their daughter to work for at least three years in a factory in exchange for the advance of the money needed for the wedding. Once the contract is signed, the girls are under the control of the broker or the factory. **(Vikas Dhawan, 2014)** The Sumangali scheme is an employment scheme particularly widespread in the south of India, by which young workers are recruited in their villages to go work in textile mills or factories for 3 to 5 year contract, at the issue of which they receive a lump sum that they can use for their dowry. They receive a small monthly wage and are provided with

accommodation and food at hostels located in or near the mills and factories. Sumangali was established about 10 years ago, mainly in spinning mills in the Tirupur region in the state of Tamil Nadu. The Sumangali scheme is primarily being practised in spinning mills, as more than 80% of cases were identified in mills and 20% in garment factories. Sumangali is also known as “Thirumagal Thirumun Thittam”, a Tamil word alluding to the state of happiness a woman is believed to have attained once she is married. Poor families struggle to get their daughters married and to come up with the dowry demanded by the grooms’ families. Workers recruited under the Sumangali scheme are mostly young women, 80% of them between 14 and 20 years old, and they are sometimes even younger. Most come from poor rural villages and vulnerable groups, and 60% are dalits. One study shows that 60% of workers recruited under Sumangali are between 15 and 18 years old. Research on the Sumangali scheme has evaluated that this practice comprises elements of forced labour, 55 human trafficking and bonded labour. Workers engage in the scheme out of economic necessity, on the basis of false promises or misleading and deceptive information, and are coerced and threatened to remain in employment. Moreover, workers are subject to high levels of control, including restrictions on freedom of movement and on family visits, and are often not allowed to have mobile phones. In addition to confinement and surveillance, workers often experience sexual, physical, verbal and mental harassment. These elements make the Sumangali scheme a form of modern forced labour. **(FIDH - International Federation for Human Rights, 2013)** According to a report published in 2007, the government of India identified and released 280,00 bonded labourers. 46% of them were from Tamil Nadu and Karnataka. During FWF’s consultation of local stakeholders in July 2010, However, Social Awareness and Voluntary Education (SAVE), a local NGO in Tirupur told FWF that the Sumangali scheme is still prevalent. Different factories manage the Sumangali scheme differently. Workers are treated very well in some cases, while in other cases the picture is not so pretty. Once the contract is signed, young girls are



under the control of the factory or the broker. It is often reported that the girls lived in captivity for a long period. Local newspaper The Hindu<sup>2</sup> reported on 17th of September that a 17 years old girl escaped from a private mil in Coimbatore, where she had been trapped for the last five years. According to research by the Centre for Education and Communication in India, girls are often forced to work up to 12 hours a day, live in hostels with few facilities and are earning a very low wage.<sup>3</sup> Some factories are reported to fire the girls or make them resign shortly before they finish the three-year contract so as to avoid paying the marriage assistance fund, ranging from 30,00 to 50,00 rupees (around € 50-80).<sup>4</sup> The marriage assistance fund far from adequately compensates the hard work, let alone forced work. Current wages of the Sumangali girls are reported to amount o about 50 rupees a day<sup>2</sup>, while legal minimum wage was about 140 rupees in Coimbatore in 2008. Thus, after three years the employer will owe the girl no les than 80,00 rupees against the legal minimum wage, not even counting overtime work. The Sumangali scheme is not a straightforward issue of bonded labour. It often involves child labour and juvenile workers. The problem is complex and should be viewed in the context of Hindu culture and the Indian caste system. The Sumangali scheme as practiced in most cases, though widely accepted, is not legal according to Indian law. **(Dr. N. Mani, N. Krishnan 2014)** A petition filed in the Madras High Court by the Dindigul District Anna Panchalai Thozhilalar Sangam and the State Anna Panchalai Thozhilalar Sangam, Chennai, stated that 406 textile mills in Coimbatore, Dindigul and Erode employed 38,461 unmarried girls in the age group of 15-22 without adhering to provisions in legislation on labour welfare. On October 3, 2007 hearing this petition, a High Court Bench comprising Chief Justice A.P. Shah and Justice P. Jyothimani asked the Tamil Nadu State Legal Services Authority (TNSLSA) to form committees, including a representative each of a women's organisation and the TNSLSA, to conduct surprise inspections in textile mills in 17 districts in the State. It also appointed advocate R. Vaigai as amicus curiae. The government set up the monitoring committees following protests by trade unions that the mills

exploited the girls by extracting forced labour, denying statutory benefits and restricting their freedom by confining them to the mills. They also expressed concern about sexual harassment. **(Mr.K.Narayanaswamy & Mr.M.Sachithanandam, 2010)** Mills that are employing young girls under the 'Sumangali' scheme should be booked for violations of all Acts including the Minimum Wages Act (1948), Weekly Off Under The Factories Act (1942), Bonded Labour System (abolition) Act 1976, Bonus Act 1965. Tamil Nadu government's bill (L.A Bill 47/2008) which was awaiting Presidential clearance should be cleared soon, that compensation of Rs.20,000 given for the rehabilitation these affected girls was inadequate. **(Selva Gomathy)**

## METHODOLOGY

The aim of the paper is to assess the labour rights issues in textile industry in Tamilnadu.

## OBJECTIVES

1. To study the demographic profile of the sumangali scheme labours.
2. To assess the labour rights issues under the Sumangali scheme in textile industry.
3. To evolve possible recommendations to address labour rights violations under the Sumangali Scheme

The researcher used survey method to collect data for the present study. The sampling technique used to obtained sample was stratified random sampling. The women workers worked under sumangali scheme were the population for the study. The sample size is 50. The interview schedule was used for gathering the required data. The schedule was prepared by the investigator based on the research objectives. The primary and secondary data has been collected. The secondary data were collected from various sources such as books, reports and legislations. For the purpose of collecting primary data the researcher adopted a self prepared schedule. The present study was carried out in Tirunelveli District among women laboures who worked under Sumangali scheme in textile industry in various places in Tamilnadu.

## MAIN FINDINGS

Majority (88%) of the women labors were between the age group of 20-25, twelve percent of them falls the age group between 15-20. It ensures the practice of child labours in sumangali schem. Seventy eight percent of them belong to Schedule caste community and seventeen percent of them belong to backward community. Sixty eight percent of the labours came to know Sumangali scheme by brokers, only twenty percent of them came to know by their relatives and friends. Serious labour rights volitions identified through this study 87 percent of the women were not aware about employment contract, only 13 percent of them signed contract but did not have copy. It shows that no written contract between employers and employees in most cases. With regards to the **working hours** majority (98%) of them forced to work 15- 18 hours a day. Nearly all the women labors not familiar with **social security benefits**, 72 percent of them aware about Provident Fund (PF) and Employee State Insurance (ESI) but they are not the beneficiaries. The **Health and safety** of the labours was worst 89 percent of them have low awareness of health and safety issues. Gender discrimination is deeply entrenched in textile industries the 98 percent of women labours not paid monthly payments. Majority (86%) of them paid only stipend with deductions taken for food and accommodation. It shows that the payment is low in compare with **minimum wage** Act. All the laboures underwent harassment and abuse. Ninety percent of the women faced verbal abuse and physical abuse also common in the work place, few cases of sexual harassment also identified.

## CONCLUSION

The study confirms the labour rights violations in textile industry under sumangali scheme in Tamilnadu. The Governmental authorities bear the primary responsibility to ensure protection for workers' rights in the textile industry. Legal reforms and practice are needed at the national and states levels. Initiation of policy to put an end to all forms of violations in working place is essential. It is the responsibility of garment manufacturers, buyers and brands to respect human rights. The

community based organization could concentrate on workers empowerment activities that improve working conditions of the women laboures.

## Reference

1. <http://timesofindia.indiatimes.com/city/madurai/Call-to-scrap-Sumangali-scheme-in-Tamil-Nadu/articleshow/44477213.cms>
2. Understanding the Characteristics of the Sumangali Scheme in Tamil Nadu Textile & Garment Industry and Supply Chain Linkages". Fair Labor Association. 2012-05-08. Retrieved 2012-12-31.
3. <http://www.thehindu.com/todays-paper/tp-national/tp-tamilnadu/call-to-abolish-sumangali-thittam/article775134.ece>
4. <http://www.thehindu.com/todays-paper/tp-national/tp-tamilnadu/campaign-against-sumangali-scheme-to-be-intensified/article3823328.ece>
5. [http://www.fairlabor.org/sites/default/files/understanding\\_sumangali\\_tamil\\_nadu\\_0.pdf](http://www.fairlabor.org/sites/default/files/understanding_sumangali_tamil_nadu_0.pdf)
6. <http://www.ijccr.com/January2014/3.pdf>
7. [https://www.fidh.org/IMG/pdf/india\\_garment\\_workers\\_report\\_2014.pdf](https://www.fidh.org/IMG/pdf/india_garment_workers_report_2014.pdf)
8. <http://www.ijbarr.com/downloads/1009201417.pdf>
9. <http://www.everychildindia.org/files/view/88>
10. <http://www.ci-romero.de/fileadmin/media/informieren-themen/studien/kleidung/Small-Steps-Big-Challenges.pdf>

# SELF HELP GROUPS AND WOMEN ENTERPRENUERS – A STUDY OF WARANGAL

**Azmeera Shankar\***

*\*Research Scholar, Dept of Political Science, Osmania University, Hyderabad.*

**Dr. K. Sreedevi\*\***

*\*\*Senior Lecturer in Department of Political Science in ASM College Fort Road, Warangal.*

**&**

**Basani Lavanya\*\*\***

*\*\*\*Research Scholar & Project Fellow (ASM College) Department of Political Science, Kakatiya University, Warangal.*

## ABSTRACT

*The educated Indian women have to go a long way to achieve equal rights and position because traditions are deep rooted in Indian society where the sociological set up has been a male dominated one. Despite all the social hurdles, Indian women stand tall from the rest of the crowd and are applauded for their achievements in their respective field. The transformation of social fabric of the Indian society, in terms of increased educational status of women and varied aspirations for better living, necessitated a change in the life style of Indian women. She has competed with man and successfully stood up with him in every walk of life and business is no exception for this. These women leaders are assertive, persuasive and willing to take risks. They managed to survive and succeed in this cut throat competition with their hard work, diligence and perseverance.*

**Key words:** *Entrepreneurship, Women, Business, Gender, Self-Help Groups.*

## INTRODUCTION

Entrepreneurship is the lifeblood of any economy, more so in the developing economy. The success of India's economic progress is closely linked to its capabilities to manufacture and export quality products in a highly competitive global market, industrialization is one the important means of usher in economic and social transformation in the developing countries, more so when agriculture cannot sustain the burden of the population growth. It is the industry and service sector, which have to shoulder the responsibility to sustain as well as accelerate the pace of the growth. The educated women do not want to limit their lives in the four walls of the house. They demand equal respect from their partners. However, Indian women have to go a long way to achieve equal rights and position because traditions are deep rooted in Indian society where the sociological set up has been a male dominated one. Women are considered as weaker sex and always made to depend on men folk in their family and outside, throughout their life. The Indian culture made them only subordinates and executors of the

decisions made by other male members, in the basic family structure. While at least half the brainpower on earth belongs to women, women remain perhaps the world's most underutilized resource. Despite all the social hurdles, India is brimming with the success stories of women. They stand tall from the rest of the crowd and are applauded for their achievements in their respective field. The transformation of social fabric of the Indian society, in terms of increased educational status of women and varied aspirations for better living, necessitated a change in the life style of Indian women. She has competed with man and successfully stood up with him in every walk of life and business is no exception for this. These women leaders are assertive, persuasive and willing to take risks. They managed to survive and succeed in this cut throat competition with their hard work, diligence and perseverance. Ability to learn quickly from her abilities, her persuasiveness, open style of problem solving, willingness to take risks and chances, ability to motivate people, knowing how to win and lose gracefully

are the strengths of the Indian women entrepreneurs.

### **CONCEPT OF WOMEN ENTREPRENEURS**

Women Entrepreneurs may be defined as the women or a group of women who initiate, organize and operate a business enterprise. The Government of India has defined women entrepreneurs as — an enterprise owned and controlled by women having a minimum financial interest of 51 per cent of the capital and giving at least 51 per cent of the employment generated in the enterprise to women. Women entrepreneurs engaged in business due to push and pull factors which encourage women to have an independent occupation and stand on their own legs. A sense towards independent decision-making on their life and career is the motivational factor behind this urge. Saddled with household chores and domestic responsibilities women want to get independence. Under the influence of these factors the women entrepreneurs choose a profession as a challenge and as an urge to do something new. Such a situation is described as pull factors. While in push factors women engaged in business activities due to family compulsion and the responsibility is thrust upon them.

By development we mean the development of all sections including both genders. A society cannot progress much, leaving women, outside process of development activities. Each year, since 1990 the Human Development Report has been published the Human Development Index (HDI). This gives a broader definition of well being. The HDI provides a composite measure of three dimensions of human development; living a long and healthy life (Measure by life expectancy), being educated (Measured by adult literacy and enrolment at primary, secondary and tertiary level) and having a decent standard of living (Measured by purchasing power parity, PPP, income). The index is not in any sense a comprehensive measure of human development. India was ranked at 136 among 187 Countries (HDI-UNDP 2013).

Women constitute almost half of the total population in the world's population and perform two-third of the house work, they

receive one-tenth of the world's property registered in their name. The Central Government and State Governments have initiated a number of policies and programmes for the emancipation and upliftment of Indian women from time to time.

Now they have started plugging into industry also and running their enterprises successfully. Romia Makani is one of the most powerful women in Indian origin settled in U.S.A. The Washington Magazine as one of the look powerful entrepreneurs in U.S.A. lists her, and another women entrepreneur is Jayalaxmi Devraj of Vegneswar Group and ordinary housewife became a best women entrepreneur. Therefore, discussing on entrepreneurial development, it seems in the fitness of the context to study about the development of women entrepreneurs in Indian context in general and in Warangal particular.

The study was conducted in Warangal city of Warangal District in Telangana State. For the purpose of the study 100 sampled of women entrepreneurs belong to SGH were selected [10 from each activity] information's were gathered through structured questionnaire.

Formation of Self Help Groups for urban Un-employed poor women would avoid the vagaries of money lenders and provide access to credit. The membership in a group activity gives the women a feeling of co-operation and protection.

### **Concept of Self- Help Groups**

It has been very well established that providing finance to the poor after organizing them into homogeneous groups, commonly known as self help groups, has yielded statutory results in India and other developing countries, especially among the rural poor women. This approach aims at inculcating the habits of savings even in small amounts, supplemented by borrowing from outside sources and rotation of saved and borrowed funds by landing with the group. SGHs certainly play an important role in providing opportunities for women to gain knowledge, confidence and skills to find better employment and economic support. SGHs are essentially the informal associations of the poor, seeking to improve their living conditions

through small doses of credit availed from bank. It is a homogeneous group of poor people voluntarily coming to- gather to save whatever amount they can save conveniently out of their earnings, o mutually agree to contribute to a common fund and to lend to the members for meetings their productive and emerging needs.

Self Help groups promoting institutions (SHPI's) in the whole process under the Micro finance programme plays a very vital role to make the programme a success. SHPIs like NGOs credit Co-operation, non Banking financial companies etc, have come on the scene and are engaged in the task promoting, nurturing and extending credit to the poor through SGHs. The usual approach followed by SHPIs is to interact with the poor families especially women, and to identify and form small homogeneous affinity groups. The groups meet frequently and collect small saving from members. They are taught simple accounting methods to maintain their own accounts. As the pooled thrift grows, the groups are ready to receive external fund in multiples of its own savings. The funds come from SHPIs, bank or donors. Such funds help them to give large loans to members for income generating activities decisions to grants loans and their terms are taken during the group meetings. Members take loan for various purpose including consumption, health care and other needs. They also make sure that they generate adequate income to meet repayment obligations without defaults. The group dynamics, building confidence, creating thrift habit and decision making are the major strengths of the SGH movement.

### Networking of SGHs

Networking of Self-Help Groups and federating all such groups under an umbrella has been achieved at the cluster, Mandal level, block level and district level. This created an enormous strength to the women folk. Net-Working lays a platform where common issues related to women like gender discrimination, low wages, and dowry, ill treatment by husbands and their male members, sale of illicit liquor in the villages, atrocities against women and also other issues like basic amenities to the village,

environment etc. are being dealt with. The federation represents the women related issues to the district and the State level officers and get their problems solved and needs fulfilled. In fact, they gain control over the recourses and programmes concerned with them. The networking has ultimately resulted in women folk.

### Profile of Warangal Town

Warangal is district head quarter of Warangal district. It is fast growing town according to 2011, Warangal had population of 3,512,576 of which male and female were 1,759,281 and female 1,753,295 respectively. It is located about 130 kms from the Capital city Hyderabad of Telangana State. Warangal district's geographical area is spread over 12,846sq K.M. out of the total Warangal population for 2011 census, 28.25 percent lives in urban regions of district. In total 9, 92,333 people lives in urban areas of which males are 498,687 and female are 493,646, sex ration in urban region of Warangal district is 990 as per 2011 census data. Average literacy rate in Warangal district as per census 2011 is 81.03% of which males and females are 88.52% and 73.50% literates respectively. In actual number 727,615 people are literate in urban region of which males and females are 398,373 and 329,342 respectively.

Rural women in India are characterized by low status, low level of education, low level of health conditions and employment. In order to improve the living conditions of women, the government of India has been introducing several welfare and development programmes where special emphasis is given to women. The SGH programmes are one such development programme in India. In India 1992-93 there were only 225 SGH, but it rose to a greater height now in Warangal 47010.

The present study had been confined to the analysis of SGH programmes in Warangal. The study covered 100 members of SGH's.

### Objectives

1. To identify the self-Help Groups in Warangal Town.
2. To study the group activity of the SGHs.
3. To study the repayment performance of the SGHs.

4. To study the problems of the SGHs.
5. To suggest measures for the alleviation of problems and for empowering the groups.

### Methodology

The present study based on primary and secondary data. Primary data gathered through the structured questionnaire. In order to understand their socio-economic conditions and to elicit certain information which is difficult to get from the respondents by asking questions, the observation method is used.

The secondary data of the study is based on the published and unpublished works on the subject, reports of the Government and expert bodies.

**TABLE-1**  
**Caste, Age, Educational Status of Respondents**

Caste	Number	Age	Number	Education	Number
OC	08	25-35	15	Illiterate	19
BC	61	35-45	49	Primary	41
SC	28	45-55	30	Secondary	28
ST	03	above 55	06	Higher	12
<b>Total</b>	<b>100</b>	<b>Total</b>	<b>100</b>	<b>Total</b>	<b>100</b>

Table-1 shows that 61 percent of the respondents belonged to Backward Caste Community, 28 percent belongs to the Scheduled Caste Community, 8 percent belong to the Forward Caste, and 03 percent were from Scheduled Tribes. Thus it can be observed that almost all the respondents belonged to the socially disadvantaged sections of the population.

Majority of the respondents were of the age group 35-45 accounting for 49 percent, 30 percent between age group 45-55, 15 percent between age group 25-35 and 6 percent above 55. This, majority of respondents in SGH in their secondary working ages and they have more energy levels to do any sort of work effectively.

It is evident that 19 percent of the respondents are not having literacy but they can do signature. Majority respondents i.e. 41 percent were in primary level, 28 percent respondents are having secondary education, and 12 percent are in higher education level.

**TABLE-2**  
**Nature of activity of the Respondents**

Sl. No	Nature of Activity	Number of SGHs Members
1	Business activity	38
2	Proceeding	21
3	Production	16
4	Services	24
	<b>Total</b>	<b>100</b>

From the table-2 various activities of the self-help group members SGH respondents. The majority of the members 38 percent are economically engaged in business activity saris and clothes business, petty shops, Vegetables and fruit vending, Book shops etc. 24 percent are engaged in service activities are Tailoring, Embroidery and sari rolling, Milk vender, Bakery items etc. 21 percent of the members engaged in processing activities, Paper Plates Bowls and Glasses, Photo lamination, Candle making. About 16 percent of the members were engaged in like production activity of soft toys, Jute Bags, Sofa Covers, and Freeze Covers, Mates etc.

**TABLE - 3**  
**Income levels of SGH Respondents**

Monthly Income Rs.	No. of SGH members before Joining	No. of SGH members after Joining
Below 2000	27	16
2000-5000	55	63
Above 5000	18	21
<b>Total</b>	<b>100</b>	<b>100</b>

Table-3 explains the self-help group before joined and after joining income level was observed that 27 percent below rupees 2000 per month, 55 percent between rupees 2000-5000 per month and 18 percent above rupees 5000 per month.

After joining the SGH majority of them increase their household income level. 63 percent of SGH beneficiaries have increase in monthly household income between rupees 2000-5000. 21 percent household income above

rupees 5000 and 16 percent of SGH beneficiaries decrease in monthly house hold income in the range below rupees 2000. After joining the SGH their income level is increased. The impact of income helps the women economic empowerment is also raises in the family.

### **PROBLEMS OF WOMEN ENTERPRENEURS**

With a view to ascertain the main problem of the women entrepreneurs faced by their clients, empirical analysis indicated the following problems.

#### **Financial Problem**

Obtaining the support of bankers, managing the working capital, lack of the credit resources are the problem, which still remain in the main domain. Women's are yet to make significant make in qualitative term.

#### **Marketing Problem**

Women entrepreneurs continuously face the problem in marketing their product. It is one of the core problems, as males mainly dominate this area and even women without adequate experience fail to make a dent.

#### **Shortage of Raw material**

Women entrepreneurs encounter the problems of shortage of raw material. Due to shortage of raw material, women entrepreneurs have to purchase the material on high prices that affect adversely on their capital and production.

#### **Lack of Education**

In Warangal, around 25 percent of women are still illiterate. Illiteracy is the root cause of social- economic problems. Due to the lack of education and that too qualitative education, women are not aware of business, technology and marketing knowledge also lack of education cause low achievement.

#### **Low Mobility**

One of the biggest handicaps for women entrepreneurs is mobility or traveling from place to place. Women on their own find it difficult to get accommodation in similar towns. A single women asking for a room is still looked upon

with suspicion. And also the social culture background binds them to remain in their places. Their physical condition is also responsible for their immobility.

#### **Heavy Competition**

Many of the women enterprise have imperfect organizational set-up. But they have face serve competition from organized industries.

#### **Shortage of Power**

Power shortage is the major problem women entrepreneurs. With no options left, authorities are contemplating a six-hour daily power cut in the city, up from the four-hour ordeal for denizens now. In the districts, the situation has worsened forcing farmers, along with small and medium entrepreneurs, to hit the streets against eight to 12 hour-long cuts in Warangal.

**TABLE-4**  
**Problems of SGHs of respondents**

<b>Sl. No.</b>	<b>Nature of problems</b>	<b>No. of Respondents</b>
1	Shortage of finance	08
2	Inadequate marketing strategy	05
3	Shortage of Raw material	03
4	Shift Competition	09
5	High cost production	12
6	Low mobility	10
7	Family Responsibility	14
8	Shortage of power	11
9	Low ability to bear risk	09
10	Lack of education	19

Table-4 The majority of the members 19 percent of the women entrepreneurs suffering from low education that they cannot participate actively any programmes, 8 percent of the members shortage of finance, 5 percent of the inadequate marketing strategy, 07 percent of the members shortage of raw material, 09 percent of the members stiff competition, 12 percent of the high cost of production, 10

percent of low mobility, 14 percent of the members family responsibility, 11 percent of the members shortage of power, 09 percent of the members low ability to bear risk this data show that women entrepreneurs problems.

### **Conclusion**

The Self-Help group activity could help achieve this task to some extent. But if women to achieve more economic freedom the women groups require much help and Co-operation from governmental through its policy making, Non- Governmental organizations, Financial institutions and organizations working for the promotion Self-Help groups in the areas of capacity building programmes, developing institutional networking and marketing.

The participation of women in Self-Help groups would help develop self confidence and could enhance their functioning at family and social levels through exposure observation. Any governmental programme would be of more successful when women are provided with opportunities, Thus, women Self-Help groups given opportunities would play a vital role in alleviating poverty in general and help empower themselves in the society.

It can be said that today we are in a better position wherein women participation in the field of entrepreneurship is increasing at a considerable rate. Efforts are being taken at the economy as brought promise of equality of opportunity in all spheres to the Indian women and laws guaranteed equal rights of participation in political process and equal opportunities and rights in education and employment were enacted. But unfortunately, the government sponsored development activities have benefited only a small section of women i.e. the urban middle class women. Women sector occupies nearly 45% of the Indian population. At this juncture, effective steps are needed to provide entrepreneurial awareness, orientation and skill development programs to women. The role of Women entrepreneur in economic development is also being recognized and steps are being taken to promote women entrepreneurship.

### **Findings of the Study**

1. It is observed from the study that majority of the SGHs were formed in the year 1993
2. It is observed from the study are the majority of the respondents i.e. 61 percent from Backward classes, 28 percent from Scheduled Castes belonged to the socially advantaged sections of the population.
3. It is observed from the study 38 percent are concentrated on Business activity and 24 percent of respondents are concentrated on service activity.
4. It is observed there must be a platform to discuss the problems with other SGH group members.
5. Women entrepreneurs have to face a stiff competition with the men entrepreneurs who easily involve in the promotion and development area and carry out easy marketing of their products with both the organized sector and their male counterparts. Such a competition ultimately results in the liquidation of women entrepreneurs.
6. Women's family and personal obligations are sometimes a great barrier for succeeding in business career. Only few women are able to manage both home and business efficiently, devoting enough time to perform all their responsibilities in priority.

### **Suggestions**

1. Women entrepreneurs should be treated separate target group for all entrepreneurial development programme.
2. Government should try to involve women entrepreneurs in decision making process meant for entrepreneurship development.
3. Member of the SGH should be educated; when she is educated she can manage her dual responsibility of home and work.
4. Organize training programmes to develop professional competencies in managerial, leadership, marketing, financial, production process, profit planning, maintaining books of accounts and other skills. This will encourage women to undertake business.



5. Women should try to upgrade themselves in the changing times by adapting the latest technology benefits. Women must be educated and trained constantly to acquire the skills and knowledge in all the functional areas of business management. This can facilitate women to excel in decision making process and develop a good business network
6. Self help groups of women entrepreneurs to mobilize resources and pooling capital funds, in order to help the women in the field of industry, trade and commerce can also play a positive role to solve this problem.

### References

1. Bannur, B.C., *Problems and prospect of Women Entrepreneurs in Industrial Estates, Third Concept*, Jan, 2006.
2. Dwarakanath H.D., *Rural Credit and Women Self- Help Groups- A profile of Ranga Reddy District in Andhra Pradesh*, Kurukshetra, 2002, Vol. 51.
3. Golab. S and N. Chandrasekhar Rao, "Women's Self-Help Groups-Poverty Alleviation and Empowerment" *Economic and Political Weekly*, 2003.
4. *Women Empowerment and sustainable Development*, by Bipin Kumar, Regal Publications, New Delhi.
5. *Status of Women in India* by Dr. Shobhana Nelesco: Deep and Deep Publications Pvt Ltd, New Delhi.
6. Ramya, N., *Problems of Women Entrepreneurs, Third Concept*, August, 2006.

# A STUDY ON THE HEALTH AND DISABILITY OF KULAL BEEDI ROLLING WOMEN AND ROLE OF SOCIAL WORKER

**Bhavanishankar. P\***

*\*Research Scholar (N.E.T /J.R.F), Department of social work, Mangalore University, Mangalagangothri,  
&*

**Dr. Mohan S. Singhe\*\***

*\*\*Coordinator and Research Guide, Department of Social Work, Mangalore University, Mangalagangothri,*

## ABSTRACT

*The Kulal Community stands lowest level in its identification. The women considered as vulnerable, being so the women of Kulal community discriminated in various aspects. The traditional occupation of the Kulal community was Pottery but the impact of the Industrialization the traditional occupation lost its earning. They tend to change their occupation to Beedi rolling. The problem occurs in Beedi rolling due to the effects of tobacco usage in Beedi. The women stayed at home and the majority of them found the way of income through Beedi Rolling. Major part of the Kulal people has poverty. The study focuses on Kulal community and on the socioeconomic status and health condition of the women and disability of women in Kulal community. It is based on the human development approach and discusses the issues of women's well being with regard to the health and status of women. For study purposes interview method (accidental interview method) was used to gather the information about the problems faced by the disabled women in Beedi occupation. In conclusion the study enlightens the health and disability status of Kulal women and their Beedi occupation. Through this we can understand the problems faced by disabled women. This study reveals the health condition of disabled Kulal women, and their perception towards sending their female child to school. The study also suggests the measures to overcome the problems of disabled women and the role of social worker to follow the tactics in community work.*

**Keywords:** Health, Disability, Perception, tactics, Social Work

## INTRODUCTION

Different Sociologist, Anthropologist, Economist and Social Researchers have focused on the Kumbaras of Karnataka. Even the backward class commission reports and survey reports deal with them. Some of the important findings among them could be noted here.

**Bardole A.K. (1980)** have made the rituals and beliefs of Kumbaras as their main concern. Most of these studies are descriptive and pose the specific hypothesis or seek to fit the ethnographic data in a theoretical framework. Most of the researchers have viewed the Kulals not as a part of an insoluble community, but as a part of the present society.

**Fazal (2007)** Points out that Karnataka government appointed two more commissions for backward classes. The Venkataswamy Commission (1983) recommended the removal of two of the dominant castes of Karnataka, Lingayats and Vokkaligas from the list of beneficiary castes. This generated a great deal of controversy and the state government refused to

accept its recommendations the Chinnappa Reddy Commission (1990) classified the backward caste and communities into categories I (52 castes), II (14 castes/communities) and III (all others). Category I list includes, along with other OBCs, Muslims occupational groups such as Jalagara, Kasab, Kasai, Siddi, Sikkalgar, Nalabund, D Hobi, Kumbara, Chapparbund, Darvesu, Phul Mali, Rangrez etc.

**Bhavanishankar P.M.S. (2014)** in their study illustrated that, the occupational mobility may be regarded as one of the important indicators of their changing socioeconomic structure associated with the income level. Industrialization and advancement in technology had adversely affected on Pottery occupation and it has brought into the process of Pot making occupation. Due to this the women's of Kulal community prefer to Beedi rolling occupation as an immediate alternative job. The men prefer to go collie outside and spend their earnings to other purpose to fulfil their bad habits like drinking, smoking and chewing tobacco etc.

The responsibilities of home maintenance fall on the shoulder of poor household women, and they earn it through Beedi rolling occupation. As we know Beedi rolling occupation which has the hazards of health even though the women's of Kulal community prefer it and run their livelihood. The study focus on hazards of life due to Beedi occupation, having family responsibilities, decision making and overall maintenance of the family, along with socio economic conditions of Kulal women.

**Ahmad (1999)** in his book deals with labour problems, particularly the Beedi workers, the organized and unorganized sector, Trade Union movement origin, growth and also the impact of liberalization on the informal sector. It highlights the profile of Beedi workers, employment conditions, socioeconomic condition and also the provisions of welfare facilities provided to the workers. It is a study of the profile and socioeconomic aspects of Beedi rollers.

**Anil (1978)** in his work argues that the changes deliberately done by the employers after the Factory Act to get rid of the burden to fulfil obligations and the Beedi rollers of Nipani went on a month strike to protest against the new conditions and the strike was a failure. This change in a production system, paved way for the exploitation of the rollers by the owners in various ways of breaking the laws. Besides, he also highlights the sufferings of the tobacco growers at the hands of tobacco merchants. He also points out that the lack of organization of the workers was a hindrance to save them from those menaces.

**Bhavanishankar P.D.M. (2013)** in their study found that, the role of women in pottery is as important as that of men. Even in the earlier times, we find women engaged in cottage industries and earning thereby. Likewise, in pottery they participate in all sorts of work right from the filling of mud to that of selling of the products. Mainly, they turn the wheel while the pots are shaped. This is an easy as well as a prominent activity where skilled women may also do the job of shaping the pots in pottery. Along with this, they also do the work of carrying mud and firewood; tapping the pots after they are removed from the sun etc. the

work especially meant for women is clearing the impurities from the clay. Since this is an intricate job, which demands patience, it is confined to women only. They also help in the work of final touch up by drawing pictures of the flowers and creepers over the pots. About eight to ten years ago women used to go to houses selling this earthenware. They do sell them in open markets also.

**Anupama Bishnoi (2005)** write that empowerment is a process which enables to realize their identities and power in various aspects of life. But the girl and the mother lag behind in many respects. This study tries to assess the impact of development programs for empowerment of mothers and the girl child.

There is a need of alternative job to Kulal women required because they already translated from their traditional occupation. Because of the transition they didn't aware about the alternative job and totally this study care about Beedi rolling Kulal women due to the introduction of prohibition of Beedi. And the researcher felt very pity about their poor condition and illiteracy and the thought of how can they face the upcoming situation. In conclusion the research study enlightens the educational status of Kulal women and their Beedi occupation. Through this we can understand the problems faced by them. This study reveals the educational status of Kulal women, and their perception towards sending their female child to school. The study also suggests the measures to overcome the illiteracy among the Kulal Community. While observing the situation of Beedi rolling Kulal women it is not recovery soon the mind set of of them towards education of their female child. It is necessary to aware the community people to protest the government to add Kulal community in scheduled caste and make use government facility. Entire study focuses while interviewing Beedi rolling women to making favoure to Kulal community by the government in its policies. Slowly and steadily the situation of Beedi rolling women of Kulal community should be improved in future. That was the main intention of this study after saw their situation (**P. Bhavanishankar, 2014**).

**Sirohi (2005)** highlights upon the labour welfare, labour legislations and different facilities to different working groups including Beedi labourers. It also described the welfare measures available for those unorganized labourers like Beedi rollers. He explains the administrative machinery designed to implement the Labour welfare measures in order to improve the workers' conditions.

**Sreedhar (2002)** outlines recommendations on evolving out different employment opportunities for women Beedi workers as there was declining in the availability and the uncertainty of work. The article identifies alternative employment activities and strategies to promote them. But the findings suggest that women Beedi workers are not thinking in terms of alternative to Beedi work at present. The author reveals that the idea of an alternative to Beedi work made some women Beedi rollers feel insecure.

**Srinivasulu (1997)** reflect on the impact of liberalization and the way it has posed a threat to the survival of the Beedi industry in region of Andhra Pradesh. There was a series of struggles during 1990's against the barons, for a wage increase and implementation of legal provisions. He highlights that the liberalization has posed a paradox for the Beedi workers' movement. In the Telangana region of Andhra Pradesh Beedi making was a major occupation after the decline of handloom industry. He reveals that after the production of cheap mini cigarettes and the threat of the mini cigarettes used by the management to cut down wages on the pretext of the Beedi sales going down, has worsened the conditions of the Beedi workers. The study analyses the impact of liberalization on the Beedi workers and the reduction of excise duty on mini cigarettes has further worsened the conditions of the workers. The production of the mini cigarettes has posed the dilemma to the movement of the Beedi workers. The Beedi barons introduced wage cut due to the reduced sale of the Beedi. The impact of the liberalization of the Beedi industry has been the shift of the terrain of the struggle and the workers have been forced to fight against the mini cigarettes instead of fighting against the immediate exploiter and making the Beedi

workers to fight along with and on behalf of the owners.

**Subramanya R. (2000)** in his article "Welfare Funds: An Indian model for works in the Unorganized Sector" was highlighted that the Government of India has set different welfare fund unorganized workers including the Beedi workers. It explains how welfare funds as one of the models developed in India for providing social security protection for workers in the unorganized sector. The other focused upon the benefits it provides for the workers, limitations of welfare funds and its administration. He advocated welfare funds and its implementation provide one of the most important ways of reaching unorganized sector workers, even though it is associated with many problems.

**Subramanya R.J. (2000)** in their edited book, deals with the aspects of the unorganized sector, such as the necessity of extending social security to the unorganized sector, the implementation of the concept social security and the problem of financing like the provider and also working out for new methods and models to make it effective.

**Suguna (2006)** describes that it brings out the emphasis of Self Help Group as fast emerging women's movement throughout the nation. The emphasis has been shifted from development to improve. The activism with the women's movement has influenced policy and planning upon the government for development and empowerment. The empowerment of women through Self Help Groups would lead to benefits to women, women's groups, families and communities as a whole through collective action for development. She also thinks that it is proper to empower women not only by their economic development, but also through more holistic social development.

**Sunderlal (2005)** in his study points out that women's advancement are critically linked to the socio-cultural environment. Rural women constitute nearly 80% of the female population. Agriculture and allied fields provide the largest sector for women's employment. It's largely the socioeconomic status of rural women.

#### **METHODOLOGY**

The study focused on Dakshina Kannada District, Karnataka state on the health conditions

of Beedi Rolling women's in Kulal community. And for the study purpose a semi handicapped persons were selected. It is based on the human development approach and discussed the issues of women's well being with regard to the status of women. The study focused on micro level issues, in which case study method was used. For collecting data the accidental interview method was used. Accidental interview means the respondents who were available to study purpose knowingly or unknowingly and visited their homes and collected the data as study needed.

### **LITERATURE REVIEW ON HEALTH CONDITION OF WORKING WOMEN**

The concept of health modernity was introduced by A.K. Singh (1984a) during an ICMR study on Development of health modernity scale. It was defined as "the scientifically correct information, attitude and behaviour in relation to physical and mental health, family planning and child care, including breastfeeding, personnel hygiene and environmental sanitation and other issues which are essential pre-requisites for healthy living and therefore for human and social development" (Jayaswal, 2013).

There are a greater number of health problems among the working women. And also there is no time for them to adopt different methods of exercise to maintain their health. There is great need to think over this matter as it requires more attention towards women who are working in organized sector. There is a need for providing facilities to improve the health, whether it is Psychological or Physical. A greater understanding should be generated amongst all the persons with regard to Women's importance and their health status in the society. The awareness has to be created among the people to maintain women's identity, their needs of the family and their needs at work (Kardigud, 2013).

Women play a significant and crucial role in agricultural development and allied fields including the main crop production, livestock production, horticulture, post operations, agro/Social forestry, fisheries etc. Recognition of their crucial role in agriculture should not

obscure the fact that farm women continue to be concerned with their primary functions as wives, mothers and homemakers. Special attention is needed for the health problems of agricultural workers, who constitute some three-quarters of the world's working population. The proportion of women in agricultural production and post harvest activities ranges from 20 to 70%. With the development of export-oriented farming, there is growing demand for female labour, including migrant workers. Women contribute 50-60% of labour in farm production in India. Women's roles range from managers to landless labourers. In India women and girls engage in a number of agro-oriented activities ranging from seedbed preparation, weeding and horticulture and fruit cultivation of a number of post-harvest crop processing activities like cleaning and drying food grains, fruits and nuts for domestic use and for market, such as removal of paddy husk, separation of tamarind seeds, areca nut processing etc. Rural Indian women are extensively involved in agricultural activities, but the nature and extent of their involvement differ with variations in agro-production systems (Anitha. K, 2013).

The sewage and sanitary workers suffer mainly from chemical and biological hazards. This can be prevented through engineering, medical and legislative measures. The engineering measure should focus on making the process more mechanistic. These workers should also be benefited from occupational health services, which should include pre-placement and periodic health monitoring. Further effective implementation of the Employment of Mutual Scavengers and Construction in Dry Latrines (prohibition) Act, 1993, will help in the regular programs should be conducted to impart education regarding safe work procedures and use of personal protective devices (Sathish Kumar. K.M., 2013).

### **MEANING OF DISABILITY**

The meaning of disability defined in various terms, but still we were facing problem to overcome the difficulties of disable person. Some of the views are pointed out below,

1. A disable person means lack of adequate strength or physical or mental ability; incapacity.
2. A physical or mental handicap, especially one that prevents a person from living a normal life or from holding a specific job.
3. Anything that disables or puts one at a disadvantage.
4. The state or condition of being disabled.
5. Legal disqualification.
6. The condition of being unable to perform a task or function because of a physical or mental impairment
7. Something that disables; handicap
8. Lack of necessary intelligence, strength, etc.
9. (Law) incapacity in the eyes of the law to enter into certain transactions

A disability is an umbrella term, covering impairments, activity limitations, and participation restrictions. Impairment is a problem in body function or structure; an activity limitation is a difficulty encountered by an individual in executing a task or action; while a participation restriction is a problem experienced by an individual in involvement in life situations.

Disability is thus not just a health problem. It is a complex phenomenon, reflecting the interaction between features of a person's body and features of the society in which he or she lives. Overcoming the difficulties faced by people with disabilities requires interventions to remove environmental and social barriers.

People with disabilities have the same health needs as non-disabled people – for immunization, cancer screening etc. They also may experience a narrower margin of health, both because of poverty and social exclusion, and also because they may be vulnerable to secondary conditions, such as pressure sores or urinary tract infections. Evidence suggests that people with disabilities face barriers in accessing the health and rehabilitation services they need in many settings.

### **PROBLEMS OF DISABLED KULAL WOMEN IN BEEDI ROLLING**

The Beedi rolling occupation itself has too many problems. If a normal person having

the difficult situation, then how we can measure the situation of disability having person and sure they definitely have to risk in Beedi occupation. The respondents were pointed out the some point were spelt below,

1. If the Beedi rolling women have been partial disability, she can't sit a more time to rolling Beedi but the Beedi rolling may depend the time what she spends for it.
2. The disable women don't take too much care about their home members along with Beedi occupation. The Kulal community which belongs to backward and having poverty the disable women must roll Beedi to liikafter her family well being.
3. Some women have inferiority feelings themselves and they don't come into the mainstream of the society, they remain lonely out of the social activities.
4. Most of the disabled women did not participate in social functions so they not mingle with the people.
5. If a woman with the disability, she can't perform her household task and it leads to marital conflicts and this adversely affected the children as well whole family.
6. The women with disability would face the problem if her safety in rural interior place. If the women alone stay in rural areas, it is risky to take her safety.
7. It is injurious to smoke tobacco contained things, but here the Beedi rolling women directly breath the tobacco dust to their life. It is a pity what the women with disabilities to have the sickness problems along with their disability.
8. It is casual for the Beedi rolling women suffering from neck pain, eye problem, breathing problem etc.
9. Tobacco dust always makes trouble for Beedi rolling women and without Tobacco they can't earn a rupee for their food.
10. If the Beedi branch were far away from their home the disabled women couldn't give their Beedi and tave taken the help of other women. It's also irritating her.

11. The disable woman doesn't get marriage the high status bridegroom, they get marriage with the bride who has lower status than her mother's home. So the disable woman treated as a curse of god to their family. It's the pity what the disable women were faced in this society.
12. It's shows the failure of government to not secure the life of disabled persons. The person with disability treated negatively and they considered as a burden to a society.

5. Its better to give the education to disable person freely upto they desire to have. The person with a disability, they can't continue their education if the fees structure burden to them.
6. The government provides the social measures to Beedi employees. The government should provide the social securities to sufficient to stand in society as well lead to their life. For example: Provident Fund, sufficient pension, Ration card etc.

### **SUGGESTIONS GIVEN BY RESPONDANCE TO OVERCOME THE PROBLEMS**

It's too difficult to control the problems of Beedi rolling women in rural area. Many intellectuals opine that to the prohibition of the Beedi occupation, but it is not a scholarly step to taken by the government. First of all the government should introduce the alternative job for the rural women, then evaluate the outcome of its measure, then it may think about to prohibit the Beedi occupation. If the government not able to introduce the alternative job in a rural area, it should improve the quality of Beedi employees to providing social measures in Beedi occupation.

1. Government should provide the alternative job to Beedi rolling women in rural area.
2. To improve the qualitative marital life among person with disable a counseling center should be open in village Panchayat.
3. The government introduces the scheme to provide an assistant to person with disabilities. Government should provide a job of the assistant to disabled persons to their family members and also provide the financial assistance to disable person. Then only the people feel the disable person, not a burden to the family.
4. Its needful the government establish a primary health center in rural area. And if the disable person finds out the village it's the primary work to establish a hospital to nearby them.

### **ROLE OF SOCIAL WORKER**

The role of social worker as community worker in rural interior place. But this was not sufficiently reach the rural people. The professional social worker doesn't enlarge their role towards the rural interior place due to the various reasons. But it is a pity the rural people really have the need of the service of professional hands. In this study, some of the social worker roles found out in glance view, they are listed below;

1. The role of social worker must needed in society and the Didis only given their service to the people. Otherwise the women were going to P.H.C's to having any service needed to them.
2. Many colleges adopt the social work course in its curriculum and assign the practical field work to its students, but it is not useful to the people of the rural area.
3. The accurate guidelines not reached to the social work trainees to perform their work, so the trainees don't do their work and it has not reached the people.
4. The social work trainees should get the good guidelines to their role and perform their work. Then only the social work gets the real meaning of it.
5. It is needful to study the rural area and to find out the need and role of social workers (PRA study), then set up their role in field work by the institution which have allowed the social work education.
6. The social work very essential when a disable person found out the village and not make irritation to them and first the social worker consider them as a human being.

## CONCLUSION

The Beedi rolling is a very risk while we observe the effects of tobacco dust on the health of people who rolling the Beedi. But it is foolishness to protest to abolish the Beedi occupation. First, we understood the problems of Beedi rolling people and try to shift them to alternative job. It's too difficult to find out the alternative work to rural people, but before an intellectual study is needed. It is easy to argue about the failure of government, but before make an argument we should think the real life of the people. It's very difficult to understand the situation of rural people who are belonging to backward community and we can only understand when we live with them. So we should add our voice to make a programme to alternative occupation to Beedi rolling persons in rural area and make a scheme to disable persons to lead their life happily. It is needful the social work extent its scope to rural area and especially to Beedi rolling and disable people. Then only we reach our goal being a citizen of this country as a social worker. Then only we can find out the tactics of community work in this field.

## BIBLIOGRAPHY

1. Anitha.K. (2013). HEALTH ISSUES AND VULNERABILITY OF WOMEN IN AGRICULTURAL SECTOR. *Women in Service Sector : Opportunities and Challenges* (pp. 298-302). Bengaluru: NSWSSCOC-2013.
2. Bhavanishankar. P.D.M. (2013). OCCUPATIONAL TRANSITION AND KULAL WOMEN IN SERVICE SECTOR: PROBLEMS AND CHALLENGES. *NCWSSCOC-2013* (pp. 62-70). Bengaluru: BMS College for Women.
3. Bhavanishankar. P.M.S. (2014). A STUDY ON THE INFLUENCING FACTORS ON THE OCCUPATIONAL CHANGES AMONG BEEDI ROLLING WOMEN IN KULAL COMMUNITY. *SOCIAL SCIENCE REPORTER* , 74-90.
4. Jayaswal, M. (2013). HEALTH MODERNITY AMONG RURAL TRIBAL COMMUNITIES OF JHARKHAND. *Women in Service Sector : Career Opportunities and Challenges* (pp. 91-104). Bengaluru: NSWSSCOC-2013.
5. Kardigud, D. (2013). WOMEN WORK AND HEALTH. *Women in Service Sector: Career Opportunities and Challenges* (pp. 172-176). Bengaluru: NSWSSCOC-2013.
6. P. Bhavanishankar, M.S. (2014). A STUDY ON PERCEPTION OF KULAL BEEDI ROLLING WOMEN TOWARDS EDUCATION OF FEMALE CHILD. *Advancement of Women in Science and Technology* (pp. 118-123). Tiruchirapalli: NCAWST-2014.
7. Sathish Kumar. KM, D.C. (2013). OCCUPATIONAL HEALTH HAZARDS OF SCAVENING WOMEN WORKERS : A STUDY OF BANGALORE CITY. *Women in service Sector : Career opportunities and Challenges* (pp. 356-360). Bengaluru: NSWSSCOC-2013.
8. Bardole. A.K. (1980). *Changing Patterns of Central Karnataka (Ph.D. Thesis)*. Dharwad: Karnataka University, pp170-180..
9. Fazal, T. (2007, December Suterday). <http://hsa.sagepub.com/>. Retrieved from <http://www.sagepublications.com: http://hsa.sagepub.com/content/1/2/110>
10. Ahmad, F. (1999). *Labour in Informal Sector*. New Delhi: Manak Publications, pp. 4-104.
11. Anil, A. (1978, July 22-29). Beedi Workers of Nipani. *Economic and Political Weekly*, pp. 1203-1205.
12. Anupama Bishnoi, M.D. (2005). *Empowerment of Women and Girl child* . New Delhi: Ammol Publications, pp. 2-19.
13. Sirohi, A. (2005). Modern Perspectives of Social Work. In *Encyclopedia of Social Welfare* (pp. 20-36). New Delhi: Dominent Publishers.
14. Sreedhar, D.R. (2002, July-September). Alternative employment Opportunities for Women Beedi Workers: A study in Dakshina Kannada District of Karnataka. pp. 449-480.
15. Srinivasulu, K. (1997, March 15). Impact of Liberalization on Beedi Workers. *Economic and Political Weekly* , pp. 515-517.
16. Subramanya, R. J. (2000). *Meeting Basic Needs: The Unorganized Sector and Social Security*. New Delhi: Sage Publications.
17. Subramanya, R. (2000). Welfare Funds: An Indian model for workers in the unorganized sector . In R. J. Subramanya, *The Unorganized Sector: Work Security and Social Protection* (pp. 65-73). New Delhi: Sage Publications.



18. Suguna, B. (2006). *Empowerment of Rural Women through Self Help Groups*. New Delhi: Discovery Publishing House.
19. Sunderlal. (2005). *Social Status of Women*. India: ABD Publishers.

# A STUDY ON ADJUSTMENT PATTEN AND ECONOMIC SUSTAINABILITY OF WOMEN ENTREPRENEURS IN THANJAVUR DISTRICT

**M. Chandra\***

*\*Lecturer & Research Scholar, Department of Social Work, Cauvery College for Women, Trichy.*

**&**

**Dr. G. Kanaga\*\***

*\*\*Research Guide & Head, Department of Social Work, Cauvery College for Women, Trichy.*

## INTRODUCTION

A decade ago the women entrepreneur was a species almost unheard of, bar an occasional Sumathi Morarji to prove the rule. In February 1984, about 700 women entrepreneurs from different parts of the world and from all over India attended and participated in the third intentional conference of women and Entrepreneurs organised by the women's wing of NAYE (National Alliance of Young Entrepreneurs) in Delhi and NAYE estimates that there are approximately 50,000 women entrepreneurs in the country today, running enterprises ranging from management of hotels and computer services to manufacture of garments, processed foods, chemicals, electronics and engineering goods.

The most basic factor which inhibited women from taking to entrepreneurship till recently was the attitude of society towards a women's role and place in society. These social values and attitudes were reflected in the education and socialization of girls, and in the institutional arrangements of society. Traditionally, a woman's reproductive role as producer secondary, unless as in the low – income classes, economic necessity forced a woman to support the family. This was particularly so in the case of women from the educated, middle and upper middle classes from which most women entrepreneurs are drawn.

### Statement of the problem

Entrepreneurs is more suitable profession for women than regular employment in public and private sectors since they have to fulfill dual roles women have been taking increasing interest in recent years. In income generating activities, self employment and

entrepreneurship. This is seen in respect of all kinds of women in both in urban and rural areas women who are try to enter an industry, either in managerial or in entrepreneurial role are generally exposed to various environmental constraints. Perhaps, this rate is even higher in the case of women entrepreneurs who have to face not only the usual business problems but also their family problems.

The effect of being an entrepreneur on the multiple roles like family, social economic etc., and the state of conflict between the entrepreneur role and other roles in family are to be identified and hence the research was carried out among the women entrepreneurs in Thanjavur District to explain the adjustment pattern between family and business lives.

### Significance of the Study

Although many women have advanced in economic structures, for the majority of women, particularly those who face additional barriers, continuing obstacles have hindered their ability to achieve economic autonomy and to ensure sustainable livelihoods for themselves and their dependents. Women are active in a variety of economic areas, which they often combine, ranging from wage labour, subsistence farming and fishing to the informal sector. However, legal and customary barriers to ownership of access to land, natural resources, capital, credit technology and other means of production. Contributed to impeding the economic progress of women.

### Review of Literature

- i. Nagziger (1971) remarked that entrepreneurship and other high level of human skill and key variables which link the socio-economic milieu with the rate of economic development.
- ii. International labour organisation (1980), women were the 50% of the world's population do the two third of the work hour, receive ten percent of the world's income and own less than one percent of the world's property. All because of an accident of birth.

### Objectives of the study

1. To explain the socio-cultural profile of the respondents.
2. To study the profile, entapreneuraial traits and performance entrepreneurship in Thanjavur District.
3. To analyse the behavioural aspects of entrepreneurs in promoting their business.
4. To make a probe in to the achievements of entrepreneurs in terms of certain economic indicators.
5. To explore the institutions and agencies and guiding to women entrepreneur in Thanjavur District.

### Hypothesis

1. There is significant relationship between family type and adjustment pattern of the respondents.
2. There is significant relationship between Economic development and self-esteem of the respondent.

### Research Methodology

#### Research Design

The researcher had adopted descriptive research for the study. It describe the adjustment and economic development of the women Entrepreneurs.

#### Universe

The universe of population is 300.

#### Sample size

The total of 50 respondents were taken for the study.

### Sampling procedure

The researcher select purposive sampling was chosen after critical review of literature.

### Tools of Date Collection

To applied structured interview schedule for representative to collect all relevant information. It includes personal date, social economic profile, family and adjustment pattern self-esteem and social empowerment of the respondents.

### Analysis of Data

The answer of the statements was sought out in terms of 'Yes' or 'No' and objective type and percentage analysis was to identify the multi role balancing of women entrepreneur.

### Sources of Data

Both primary and secondary data were collected for the study. Primary data were collected through well structured interview schedule. For analysis purpose some statistical tolls were applied such as

1. Percentage analysis
2. Chi- Square Test

### Limitation of the study

As the researcher has been doing part-time teaching work, the data collection would be done only during the vocations, further, as the units are dispersed over a wide region in had been a consuming process for serving of the questionnaires.

### Analysis and Interpretation

**Table No: 1**  
**Age of the Respondents**

S. No.	Age of the Respondents	Number of Respondents	Percentage
1	25-29	3	6%
2	30-34	21	42%
3	35-39	16	32%
4	40-44	10	20%
	<b>Total</b>	<b>50</b>	<b>100%</b>

The above table highlight that less than half (42%) of women entrepreneurs belonged to the age group of 30-34 years, following by the age group of 35-39 (32%) and 40-44% (20%). It appears that women think of business idea in their thirties due to economic pressure and more leisure time as their children are growing.

**Table No: 2**  
**Education status of the respondents**

S. No.	Age of the Respondents	Number of Respondents	Percentage
1	Primary-middle	13	26%
2	High –Higher Secondary	17	34%
3	Degree (UG/PG)	6	12%
4	Illiterate	14	28%
	<b>Total</b>	<b>50</b>	<b>100</b>

Their table indicate that educational status of the respondents nearly half (34%) of the respondents studied in high to higher secondary level, more than one fourth (28%) of the respondents are illiterate. More than one fourth (26%) of the respondents were studied primary to middle level and portions of the respondents (12%) were degree holders.

**Table No: 3**  
**Marital status of the Respondents**

S. No.	Marital Status	Number of Respondents	Percentage
1	Single	4	8%
2	Married	30	60%
3	Widows	10	20%
4	Divorce / Separation	6	12%
	<b>Total</b>	<b>50</b>	<b>100 %</b>

Majority of the respondents (60%) were married less than one fourth (20%) of the respondents are widowers, few respondents (12%) are got divorced separation from her husband and small portions (8%) of the respondents are single.

**Table No: 4**  
**Family type of the Respondents**

S. No.	Family type	Number of Respondents	Percentage
1	Joint family	22	44%
2	Nuclear family	28	56%
	<b>Total</b>	<b>50</b>	<b>100%</b>

The above table explain the family type of the respondents more than half (56%) of the respondents are living in nuclear families and nearly half (44%) of the respondents are living in joint families.

**Table No: 5**  
**Adjustment pattern of the Respondents**

S. No.	Adjustment Patten	Number of Respondents	Percentage
1	Yes	30	60 %
2	No	20	40%
	<b>Total</b>	<b>50</b>	<b>100</b>

The table shows the adjustment pattern of the respondents. Majority (60%) of respondents were adjust with their family and more than one fourth (40%) of the respondents were not adjust with their family members.

**Table No: 6**  
**Annual Income of the Respondents**

S. No.	Annual Income	Number of Respondents	Percentage
1	10,000 - 20,000	11	22%
2	20,000 - 30,000	26	52%
3	30,000- 40,000	13	26%
	<b>Total</b>	<b>50</b>	<b>100 %</b>

The table tells us annual income of the respondents more than half (52%) of the respondents were earned from 20,000 to 30,000 per annum, more than one fourth (26%) of the respondents were earned from 30,000 -40,000 per annum, remaining portions (22%) of the

respondents were earned from 10,000 -20,000 per annum.

**Table No: 7**  
**Saving Habit of the Respondents**

S. No.	Saving Habits	Number of Respondents	Percentage
1	Yes	43	86%
2	No	7	14%
	<b>Total</b>	<b>50</b>	<b>100 %</b>

The above statement table said that saving habit of the respondents majority (86%) of the respondents were have the attitude in habit of savings, few portions (14%) of the respondents were not have the attitude in habit of savings.

**Table No: 8**  
**Hours of work of the Respondents**

S. No.	Hours of Work	Number of Respondents	Percentage
1	1-3 Hours	16	32%
2	4-6 Hours	28	56%
3	7-9 Hours	6	12%
	<b>Total</b>	<b>50</b>	<b>100%</b>

The above table explain about the hours of work of women entrepreneurs. more than half (56%) of the respondents were work from 4-6 hours per day, more than (32%) of the respondents were work from 1-3 hours per day and small portions (12%) of the respondents were work from 7-9 hours per day.

**Table No: 9**  
**Economic Development of the Respondent**

S. No.	Hours of Work	Number of Respondents	Percentage
1	Increased income Level	41	82%
2	Applied to Bank Loans	9	18 %
	<b>Total</b>	<b>50</b>	<b>100 %</b>

This table high lights that majority (82%) of the respondents due to improve the economic level, and remaining part of their economic respondents (18%) were wish to applied loan from bank for personal and business growth.

**Table No – 10**  
**Self esteem of the respondents**

S. No.	Self Esteem	Number of respondents	Percentage
1	Yes	27	54 %
2	No	23	46 %
	<b>Total</b>	<b>50</b>	<b>100 %</b>

This table explain the self-esteem of the respondents. More than half (54%) of the respondents to felt that to increase the self-esteem, nearly half (46%) of the respondents does not have and felt to decrease the self-esteem of the respondents.

#### Hypothesis – 1

There is a significant relationship between family type of the respondents and their adjustment pattern.

#### Null Hypothesis

There is no significant relationship between the family type of the respondents and their adjustment pattern.

In order to find the relationship between the family type of the respondents and their adjustment pattern.

#### Hypothesis Table No – 1

##### Association between family type and their adjustment pattern

Family Type	Adjustment Pattern		Percentage	Statistical Inference
	Yes	No		
Joint Family	12	10	22 %	X <sup>2</sup> = 14.642 df = 1 P<0.05 Significant
Nuclear family	23	5	28	
<b>Total</b>	<b>35</b>	<b>25</b>	<b>50%</b>	

### Inference

According to table-1 is known that there is a significant relationship between family type of the respondents and their adjustment pattern.

Hence, the research hypothesis is accepted.

### Hypothesis -2

There is a significant relationship between the economic development of the respondent of and their self-esteem.

### Null Hypothesis

There is no significant relationship between the economic development of the respondents and their self-esteem.

In order to find the relationship between the economic development of the respondents and their self-esteem.

**Hypothesis Table No. 2**

Economic Development of the respondents	Self Esteem		Percentage	Statistical Inference
	Yes	No		
Increased income level	23	18	41 %	X <sup>2</sup> = 0.64 df = 1 P<0.05 P<3.841 Significant
Applied to Bank loans	4	5	9 %	
<b>Total</b>	<b>22</b>	<b>28</b>	<b>50%</b>	

### Inference

According to Table -2 is known that there is a significant relationship between the economic development of the respondents and their self-esteem.

Hence, the research hypothesis is accepted.

### MAJOR FINDINGS

1. Nearly (42%) of the respondents belonged the age group of 30 -34 years.
2. More than (34%) were completed / studied in High to higher secondary level.
3. Majority (60%) of the respondents were married women.
4. More than (56%) of the respondents were living in nuclear families.

5. Majority of the respondents (60%) were adjust with her husband and their children.
6. More than (52%) of the respondents annual income between 20,000 -30,000.
7. Majority (86 %) of the respondents were have the habit of saving.
8. More than half (56%) of the respondents were work from 4-6 hours per day.
9. More than half (58%) of the respondents due to improve their economic level.
10. More than one fourth (42%) of the women entrepreneurs to attend family and societal function.

### SUGGESTION

1. Encourage women's participation in decision –making process.
2. Consider women as specific target group for all development programmes.
3. Training on professional competence and leadership skill to be extended to women entrepreneur.
4. An awareness programme should be conducted on a mass scale with the intention of creating awareness among women about the various areas to conduct business.
5. The financial institutions should provide more working capital assistance both for small scale ventures and large scale ventures.
6. Training on professional competence and leadership skill to be extended to women entrepreneurs.
7. Conduct gender stratification programmes should be held to train financiers to treat women with dignity and respect as persons in their own right.
8. A women entrepreneur's guidance cell set up to handle the various problems of women entrepreneurs all over state.
9. Making provisions of micro credit system and enterprise credit system to the women entrepreneurs at local level.

### CONCLUSION

The entrepreneurs should manage their business with such competence and skill that is inspires confidence and pride in the minds of

the people. They must encourage democratic institutions and assist national integration. Enterprise, on the whole, should act on the ideas of social justice without discrimination of any kind. Business must set high standards of morality and put in all efforts to minimize social damage. It must encourage democratic institutions and assist national integration. It must help in bringing about a cultural, social and economic revolution in the society and lead to the economic growth of the backward regions of the world.

### **REFERENCES**

1. Arunasethi: Personality Development in women pearl books, Chennai. ISBN: 978-81-904960-7-0.
2. Arthi Metha, Lathika menon (1998) status of Indian women, Kanishka Publishers, Distributors, New Delhi, 110 002 ISBN: 81-73A1-227-0.
3. Munish Vohra (2006) Entrepreneurs Development, Anmol Publications Pvt. Ltd, New Delhi -110002.
4. P.B Rathod (2009) Women and development ABD publishers, NewDelhi.
5. Vasant Desai - Dynamics of Entrepreneurial Development and Management, Himalaya Publishing House, New Delhi.
6. Visvanathan Nalni, Laurie Nisonoff: The women gender and development leader. (London : Zed books, 1997)
7. [www.google.com](http://www.google.com)
8. [www.nstfdc.nic.in](http://www.nstfdc.nic.in)
9. [www.wikipedia.org](http://www.wikipedia.org)

## PUBLIC RELATIONS IN NGOs IN INDIA

**Dr. Aditi Nath\***

*\*Assistant Professor, Department of Social Work, Assam University, Silchar*

&

**Dr. Subhabrata Dutta\*\***

*\*\*Associate Professor & HOD, Department of Social Work, Assam University, Silchar*

### **Introduction**

NGOs-the third sector, represents a rising sun in the horizon of development. Development efforts in a welfare state like India can be successfully realized only with the active and organized participation of people. The essence of socio-economic development is synonymous with grassroots development. In that context NGOs has become a vital component of planned development by government and its departments. It has redefined the various facets of development process through its innovative ideas, capacities, and skills. NGOs are known as an independent non-profit making development oriented organization, working for the benefit of backward groups. More clearly an NGO is a registered body; formally or informally organized around shared purposes; not related to any government administration; self-governing instead of externally controlled. NGOs were born in India due to the demand of deplorable situation of vulnerable sections of populations. Gradually their efforts were successful in addressing people's need and Government's attention. But financial constraints always prevent them to be more positive towards the downtrodden. As a result sometimes they fail to reach to the expectation level of the public which further deteriorates the relation; while giving ample scope for public relation practitioners.

### **Concept of Public Relation:**

Public relations is the management function which evaluates public relations, identifies the policies and procedures of an individual or an organisation with the public interest, and plans and executes a programme of action to earn public understanding and acceptance. It deals with the relationships

between an organisation and its various concerned publics. It monitors awareness, opinions, attitudes and behaviour inside and outside the organisation. It also analyses the impact of organizational policies, procedures, and actions on various publics. Adjusting those policies, procedures and actions found to be in conflict with the public interest and organizational survival. Prof. Edward J. Robinson defines Public Relations as: "Public relations as an applied social and behavioural science is that function which (1) measures, evaluates and interprets the attitudes of various relevant publics; (2) assists management in defining objectives for increasing public understanding and acceptance of the organisation's products, plans, policies and personnel; (3) equates these objectives with the interests, needs and goals of the various relevant publics; and (4) develops, executes and evaluates a programme to earn public understanding and acceptance". Sam Black in practical Public Relations says that, 'the fundamental purpose of public relations practice is to establish a two-way flow of mutual understanding based on truth, knowledge and full information'.

### **Need for Public Relation:**

The need for Public Relations is inherent in the very nature of modern society and people can ignore it only at their great loss. Society is made up of many groups of people, each with its own interests-interests which are different from, and in some cases even in conflict with the interests of other groups. Sometimes the same person may reflect different views depending on which interest group he is representing at a given moment. Thus, as a consumer one may be interested in holding the price line. As a manager responsible for the profitability of a business enterprise, one



may wish to initiate measures that would lead to a general price rise. This kind of a society, made up of different groups of people with different interest is referred to as a pluralistic society. The harmonious functioning of a pluralistic society clearly needs the help of organized public relations. Most specifically the need for public relations arises due to the three fundamental factors like

- a. Communication
- b. To seek Information
- c. Formulation and Implementation of plans
- d. Advocacy
- e. Negotiating Outcomes

### **Public Relations in India: Historical Development**

Public Relations began to increase in India in the early 1990s when the government opened the economy and multinational corporations began to enter the country. Public relation companies emerged, offering strategic advice and integrated communication solutions. Public Relations, as a tool to communicate and win over the people around the world, is being used in different forms, since ancient times in India. Tools have changed from time to time but the urge to communicate has always remained foremost. In business, at the time of independence, only a few multinationals had their professional public relations. After the independence it was realized that PR is necessary in order to communicate for development and to create a bridge between the public and the government. More and more organizations appreciated the role of professional public relations in years ahead.

### **Stages of development of PR in India**

- 1) The early stage where Public Relations were practiced was less as a matter of deliberate Public Relations policy and more out of a liberal and philanthropic approach or out of sheer necessity for disseminating information. This stage continued till the World War II.
- 2) The next stage started during the World War II and can be defined as a stage of conscious PR. This stage still continues but a further development took place in

the post-independence period, especially towards the latter half of the fifties and the early half of the sixties.

- 3) The third stage of public relations is thus represented by the response of organizations in India to the new environment created in the wake of the Government's Industrial Policy Resolution and the growth of democratic institutions in India – the Parliament, the Legislatures, etc.
- 4) The fourth stage is represented by what one may call the stage of professionalism in Public Relations when Public Relations Practitioners began to organize themselves as a professional body and tried to develop their skills as Public Relations people. It was in this period that the Public Relations society of India began to play an active role and initiated a movement to improve standards of Public Relations practice in India.

### **Public Relations in NGOs**

NGOs often seek to cultivate public awareness, support and involvement in their activities. As a result, NGO public relations tend to engage heavily in relationship-building activities. With the help of various activities like community outreach programs, participation in public events or hosting special public functions, NGOs try to enhance their social-capital and distribute the knowledge about their activities among the society. There are two different spheres of NGO involving public relations activities. One is related to campaigning and the other is related to social marketing. The first one is aimed at achieving particular goals at a global level like changing the attitude or behavior within a specific organization or government. The main target of social marketing, on the contrary, is to produce behavior change at an individual level. Public Relation of NGOs need to deal with the following activities to get the expected result after implementation of any programme:

- Awareness generation about the programme
- Information collection and dissemination
- Policy development consultation
- Policy implementation

- Assessment and monitoring
- Advocacy for environmental justice

For the Present study, the author has purposively interacted with the chief functionaries of an NGO named Barak Valley Welfare Development Society, with an objective to know the challenges faced by these organizations and the role of Public Relations in that regard. Their responses had been quoted and presented accordingly. Focused Group discussion was adopted as a tool for collection of data. The study contained both primary and secondary sources of data.

### About Barak Valley Welfare Development Society

Barak Valley Welfare development Society is a Non-Government Organisation of the Cachar District of Assam. It got itself registered under the Society's Registration Act 1860 in 2004. It was established with a vision of creating a society based on justice, peace and equality; there will be no hunger, exploitation, in any form, in this society & where people will live in peaceful co-existence with nature, people will respect and communicate with each other for self reliance and prosperity of the society as a whole. The organisation is comprised of 45 staff members. Many other associates have been rendering their voluntary services for achieving the goals of the society. The society has its branch office in Guwahati, the state capital of Assam. The primary objective of the society is to mobilize efforts for overall development of the weaker and marginalized sections of the society. Since inception the organisation has been conducting various programmes on women and child development, community development, promotion of indigenous handloom & handicrafts etc., independently or in collaboration with Government departments.

### Programmes of the organisation

Programmes	Target Group	Activity
Women Empowerment	Minority women of rural areas	<ol style="list-style-type: none"> <li>1. Provide training on skill based courses.</li> <li>2. Help them in marketing of the finished products.</li> </ol>

Modern Education	Adults and the women of backward section	<ol style="list-style-type: none"> <li>1. Setting up of various centers to impart short term employment based courses and vocational training.</li> <li>2. Door to door visit to promote Sarva-Siksha Abhiyan.</li> </ol>
Environment Protection	General Public	<ol style="list-style-type: none"> <li>1. Distribution of plant saplings to school children</li> <li>2. Conducts Field survey to make people aware regarding the importance of protection of environment</li> <li>3. Conducted awareness generation programme to reduce the use of plastic &amp; polyethylene</li> </ol>
Relief & Rehabilitation	Drug users child labour	<ol style="list-style-type: none"> <li>1. To find drug users from hotspots and take them to rehabilitation centres</li> <li>2. Periodical awareness programmes are also conducted for inhabiting child labour practices.</li> </ol>

To implement these programs in the field, the organisation need to deal with its own organizational people and the people who are in need of getting the benefits of these programs. In both the cases, the NGO confronts with number of difficulties which sometime hampers the smooth functioning of the organisation followed by bringing the organisation's reputation in crisis, as shared by the Secretary of the Barak Valley Welfare Development society.

### Challenges of BVWDS

- Lack of people's Participation
- Conflicts of interest
- Paucity of fund
- Proper Management of Budget

- Marketing of the product
- Poor Networking
- Communication gap among the staff members
- Innovation & Research
- Evaluation

These challenges got manifested in various ways. A sense of dissatisfaction has been developing among internal and external public. As a result, the organisation sometimes fails to collect proper information about the beneficiaries, programme development consultation, assessment and monitoring. Rapport of the organisation is at risk due to the conflicts of interest among employer-employee, beneficiaries' - management at the grassroots level. Relationships with other partner organizations, both Government and Non-Government, are also getting affected due to communication gap. These are the major challenges where the public relation practitioner of BVWDS has been playing a crucial role.

### Role of Public Relations in BVWDS

Public relation practitioners, by virtue of their quality to maintain positive relation with internal and external public, wide-based information, leadership quality, specialized communication skills and creative, innovative, judgmental attitude, are well accepted by the people at the organisation and at the grassroots level of the operational area of the organisation. Giving much emphasis to enjoy healthy work environment and to maintain a good relation with the donors, Government & community people, through proper management of communication, the new set of functions of public relations has emerged in the organisation and these are as follows:

### Communication Management

Today communication with the employees is considered to be the most essential function of the public relations practitioners in absence of which communication with various external public is likely to have little effect. NGOs had the experience of experiencing number of problems due to lack of proper communication among the staff members, community people and other stakeholders. So to

maintain and manage proper communication within the work environment PR has taken the following initiatives.

- **Define and communicate values of NGO:** Values are what an organisation wants to live by. It is that behaviour or way of thinking which will make it possible to achieve vision, mission and objectives of one NGO. E.g. professionalism, innovation, commitment, transparency, accountability are the values of the NGO but to make it an effective one, values of the organisation are explained by the public relation officer to the functionaries of the NGOs followed by preparing them to live by such values.
- **Set and communicate management structure:** Management structure is an outline of duties, responsibilities and distribution of power in the organization. An organization structure tells it clearly who does what and reports to whom. A well prepared management structure has been developed by the PRO of the organisation which further helped them to clear misunderstanding as to who has to do what.
- **Set and communicate code of conduct:** Code of conduct refers to an outline of what has to be done and those things that must not be done. Specific code of conduct has been framed for each employee.
- **Set and communicate policies:** Policies can be defined as a set of guidelines of any organization explaining how to perform operations, making choices and decisions. Specific policies have been framed for major management functions such as financial policies, human resource policies and marketing policies by the PRO.
- **Communicate Records:** Here PR is maintaining records about projects, key stakeholders, members, staff & development, finance, marketing, and meetings etc.
- **Set rules for Staff development:** Staff and leaders of an NGO should have appropriate level of training to equip them with competency needed in fulfilling their duties. Moreover, it is necessary to communicate with partner organisation like Government and other International-NGOs properly

which will help in conjuring funds in the form of Government grants and donations. So workshops, continuous training programmes have been organizing by the PRO in support of the organisation to develop human resources of NGO.

### **Awareness Generation**

Before implementing any programme in any community, awareness generation about the programme through conducting a community meeting is the responsibility of Public relations to get better result after implementation of the programme.

### **Improve Community Relations**

The PRO has been taking initiatives on various developmental programmes to improve community relations on an ongoing basis. So, the major function of PR of the organisation is to bridge the community gap when the organisation is supporting the activities and programmes of PR that improve the quality of the life of the community people. In doing so organization's image and reputation is getting enhanced.

### **Product promotion**

Whenever new products are manufactured and launched by the NGOs like, handloom & handicrafts, public relation has been playing a crucial role for creating awareness and differentiating the products in the public eyes from other similar products through the use of different tools of PR like News paper, Printed literature, Annual Report, Leaflets etc..

### **Counseling**

The emergence of counseling function itself has grown, arising out of increasing concern for various publics and to develop lasting relationships with them. Here the PR tries to make an in depth study of the issue by understanding the basic grievances of the manufacturers, customers, beneficiaries', employees, exchange important information about the organisation, inviting their suggestions to resolve these grievances and explain why some of suggestions given by them are not feasible to be implemented. The crux of the

issue is to develop a lasting relationship with them. The approach of counseling is being adopted by the NGOs as an effective method to develop relationship, understanding and trust with various publics.

### **Innovation & Research**

Research has made Public Relations a broad-based function and enhanced its credibility. Investigative journalism based on the data collected from the people and market research before launching a new product or testing its success, are the two major contribution of research while attitude surveys and opinion polls are some other advantages. Market research surveys undertaken by the PRO based on the feedback from the attitude surveys time to time show the relative rating of the organization on various aspects such as market leadership, social contribution, fair policies etc., which compelled the organisation to have a fresh look at their policies, strategies, methods and priorities and the need for improvement in the respective areas.

### **Evaluation**

An extensive review is made to evaluate the programmes from time to time, not only to ensure achievement of its objectives but also to increase the intensity of their impact. The evaluation of the programme has been undertaken on a continuous basis even during the implementation of the programme itself so that if there is a need to change the strategy in between, it could be done without causing much loss. Evaluation of programmes relating to awareness building, social advertising, building of favourable customer attitudes among publics whose favour is essential for survival and growth of NGO, is normally undertaken by the Public Relations Department of the organisation.

Public Relation as a function is the process of making policies and plans concerning the various publics, deciding upon the actions to be taken to fulfill the plans made and communicate to the public about these plans so as to enable a two-way communication between the organisation and its publics. It provides relevant information on planning, technical and organizational development followed by their

inventions and potential utilizations etc. PR is investing and creating an asset for an organisation which is finally reflected in improved performance, profitability and growth of the organisation. The emphasis of public relation is on the creation of favorable public opinion, formation of sound public policies, keeping the employees' morale high, and it is possible if proper processes like fact-finding, planning, communication and evaluation are followed by the public relation practitioners.

### Concluding Discussions

Despite the fact that Public Relations today is now formally accepted, there is very little appreciation of the potentiality of this discipline in achieving management objectives and yet there is hardly any area of top management functioning where considerations of public relations do not enter, hardly any aspect of management policy that does not have a public relations angle. This is even more so in India where there is an undercurrent of hostility to business among the people at large. In these organizations, a public relations set up have emerged after a crisis situation to deal with internal and external publics with appropriate initiatives. Set objective, code of conduct, define organizational values, improve community relations etc etc. were the reasons of inviting public relation practitioners in the organizations. They have been functioning as a catalyst for change agent in the organisation. With the expansion of public relations activities to different types of organizations, the nature of its functions have also undergone change. Few years ago, no public relations practitioners would have agreed that communicating with its employees is one of the functions of public relations department but hardly any practitioner and professional today can deny that it is a public relations function. But it is a true fact that there is a need of public relations officers or practitioners in any organisation who has been working for the betterment of the people, especially those who are deprived of getting fruits of Governmental projects. None the less PRO's contribution for the development of organizational behaviours is also the need of the hour. So to promote this profession different

training programmes too can be organized for the PRO's to ensure their proficiency in dealing with more number of dynamic problems.

### Reference

#### Books

- A.H. and Broom G.M. (2005). *Effective Public Relations*, Pearson Education, New Delhi.
- Baskin O., Aronoff C. and Lattimore D. (1997). *Public Relations: The Profession and the Practice*, Dubuque: Brown & Benchmark Publishers.
- Drucker P. (1990). *Managing the Non Profit Organization: Practices and Principles*, Harper Collin publishers, New York.
- Edwards Michel & Fowler Alan. (2003). *NGO Management*, Earthscan Publishers, New Delhi.
- Pandey D.P. (2009). *Development and Management of NGOs*, Adhyayan Publishers, New Delhi.

#### Website

- [http://theglobaljournals.com/ijsr/file.php?val=November\\_2013\\_1383311707\\_3f4c2\\_107.pdf](http://theglobaljournals.com/ijsr/file.php?val=November_2013_1383311707_3f4c2_107.pdf)
- <http://www.ipr.org.uk/pr-tools-and-techniques.html>
- <http://www.slideshare.net/kashish3004/public-relationppt>
- <http://www.slideshare.net/harshalsk/role-of-public-relations-in-ngo-management>
- <http://www.slideshare.net/Housefull1234567890/different-tools-of-public-relations>
- <http://www.slideshare.net/rksen/public-relations-25109493>

# THE RIGHT TO INFORMATION ACT, 2005 AS A TOOL TO ENSURE GOOD GOVERNANCE IN INDIA

**Dr. M.R. Biju**

*Associate Professor, P.G. and Research Department of Political Science,  
Sree Narayana College, Kollam, University of Kerala.*

The concept of “governance” is not new. It is as old as human civilization. Simply put “governance” means: the process of decision-making and the process by which decisions are implemented (or not implemented). Governance can be used in several contexts such as corporate governance, international governance, national governance and local governance. Since governance is the process of decision making and the process by which decisions are implemented, an analysis of governance focuses on the formal and informal actors involved in decision-making and implementing the decisions made and the formal and informal structures that have been set in place to arrive at and implement the decision. Recently the terms “governance” and “good governance” are being increasingly used in development literature. Bad governance is being increasingly regarded as one of the root causes of all evil within our societies. Major donors and international financial institutions are increasingly basing their aid and loans on the condition that reforms that ensure “good governance” are undertaken.

Against this backdrop an attempt has been made in this paper to examine the linkage between good governance and RTI in the Indian context. This paper has been broadly categorized under three major heads. The introductory part examines the meaning and characteristics of good governance and the second part unfolds the evolution of RTI with special focus on its vital features and the concluding part brings together the findings of the study.

## **Part - I** **MEANING AND CHARACTERISTICS** **OF GOOD GOVERNANCE**

Good governance has 8 major characteristics. It is participatory, consensus oriented, accountable, transparent, responsive,

effective and efficient, equitable and inclusive and follows the rule of law. It assures that corruption is minimized, the views of minorities are taken into account and that the voices of the most vulnerable in society are heard in decision-making. It is also responsive to the present and future needs of society.

### **Participation**

Participation by both men and women is a key cornerstone of good governance. Participation could be either direct or through legitimate intermediate institutions or representatives. It is important to point out that representative democracy does not necessarily mean that the concerns of the most vulnerable in society would be taken into consideration in decision making. Participation needs to be informed and organized. This means freedom of association and expression on the one hand and an organized civil society on the other hand.

### **Rule of law**

Good governance requires fair legal frameworks that are enforced impartially. It also requires full protection of human rights, particularly those of minorities. Impartial enforcement of laws requires an independent judiciary and an impartial and incorruptible police force.

### **Transparency**

Transparency means that decisions taken and their enforcement are done in a manner that follows rules and regulations. It also means that information is freely available and directly accessible to those who will be affected by such decisions and their enforcement. It also means that enough information is provided and that it is provided in easily understandable forms and media.

**Responsiveness**

Good governance requires that institutions and processes try to serve all stakeholders within a reasonable timeframe.

**Consensus oriented**

There are several actors and as many view points in a given society. Good governance requires mediation of the different interests in society to reach a broad consensus in society on what is in the best interest of the whole community and how this can be achieved. It also requires a broad and long-term perspective on what is needed for sustainable human development and how to achieve the goals of such development. This can only result from an understanding of the historical, cultural and social contexts of a given society or community.

**Equity and inclusiveness**

A society's well being depends on ensuring that all its members feel that they have a stake in it and do not feel excluded from the mainstream of society. This requires all groups, but particularly the most vulnerable, have opportunities to improve or maintain their well being.

**Effectiveness and efficiency**

Good governance means that processes and institutions produce results that meet the needs of society while making the best use of resources at their disposal. The concept of efficiency in the context of good governance also covers the sustainable use of natural resources and the protection of the environment.

**Accountability**

Accountability is a key requirement of good governance. Not only governmental institutions but also the private sector and civil society organizations must be accountable to the public and to their institutional stakeholders. Who is accountable to whom varies depending on whether decisions or actions taken are internal or external to an organization or institution. In general an organization or an institution is accountable to those who will be affected by its decisions or actions. Accountability cannot be enforced without transparency and the rule of law.

Citizens all the world over look up to the nation-state and its organs for high quality performance. When good governance is guaranteed, citizens go about their personal business and pursuits with enhanced expectations. On the other side of the spectrum, bad or indifferent governance not only restricts opportunities of success but it can even degenerate into sectarian conflicts and civil wars. In such an atmosphere personal accomplishments as well as social achievements get severely restricted. Good governance helps create an environment in which sustained economic growth becomes achievable. Conditions of good governance allow citizens to maximize their returns on investment. Good governance does not occur by chance. It must be demanded by citizens and nourished explicitly and consciously by the nation state. It is, therefore, necessary that the citizens are allowed to participate freely, openly and fully in the political process. The citizens must have the right to compete for office, form political party and enjoy fundamental rights and civil liberty. Good governance is accordingly associated with accountable political leadership, enlightened policy-making and a civil service imbued with a professional ethos. The presence of a strong civil society including a free press and independent judiciary are pre-conditions for good governance.

**Good governance in the Indian context**

What is 'good' governance in the Indian context? The central challenge before good governance relates to social development. In his famous 'tryst with destiny' speech on 14 August 1947, Jawaharlal Nehru articulated this challenge as 'the ending of poverty and ignorance and disease and inequality of opportunities'. Good governance must aim at expansion in social opportunities and removal of poverty. In short, good governance, as I perceive it, means securing justice, empowerment, employment and efficient delivery of services.

The concept of governance was decisively shaped by the freedom movement led by Mahatma Gandhi and the aspirations of founding fathers of the Constitution. Every nation is guided by certain values which are

shared by the people and the government. National commitment to such values greatly influence the content and the quality of governance. These values in the Indian context at the time of the inauguration of the Republic were those of nationalism, democracy, secularism, non-alignment and mixed economy.

For the last sixty years, our ideological frame of reference was determined by public choice. It is another matter that it was not always real. But it was fashionable to be left or left of the centre rather than being a rightist or a conservative. Socialism was preferred over capitalism and minimal state. The mixed economy which in ideal terms would have meant an equal role for the private sector and the public sector overwhelmingly yielded in favour of the latter. The belief in the state apparatus as a major instrument of social and economic change gave the public sector the primacy of position and placed it at what was picturesquely described as “commanding heights of the economy”. Since 1991 we have slowly moved towards the capitalist path.

A bold and magnificent decision was taken to introduce one person one vote system in the country. The universal suffrage paid rich dividends and the subsequent devolution of power to grassroots levels has helped consolidate the gains. Democracy is at the heart of governance in India. However, in its working, democracy has revealed several inadequacies. The chain of accountability from the civil service to legislature and political authority is weak; follow-through at higher levels of administration is poor; and limited oversight by Parliamentary committees is part of the problem. Criminalisation of politics and increasing role of caste and religion in electoral politics are major concerns. The performance of the civil service, the primary agency of implementing development is often undermined by overstaffing, low salaries, graft and political interference. Many people wonder as to whether it was appropriate to expect that a constitution largely based on the colonial model of Government of India Act of 19354 would ensure good governance in a democratic set-up?

In the initial years of the Republic, the executive functioned with considerable autonomy

in as much as district officers regularly heard petitions and grievances, intervened in the maintenance of public order particularly in case of ethnic and communal disturbances and enjoyed considerable discretion in implementation of land reforms and community development projects. The hold of politicians and specially ministers began with demands for allocation of scarce resources in favour of ruling elites and powerful interest groups. The State gradually started shedding its neutral stance in favour of the demands of the ruling party or coalition groups. The ‘neutrality’ of the civil service came under stress with ministerial instability since 1960s in the states. The fragmentation of the authority at centre characterised by coalition governments since the late 1980s has only deepened and extended this process.

But election after election common people are asserting their voice, changing their representatives in a manner that has ensured change in government in the states and also at the Centre. This phenomenon supported by the civil society groups, the media and an active judiciary has ushered in demands for accountability of the executive. Democracy has really moved beyond periodic elections towards ‘good’ governance.

## **Part - II**

### **THE RIGHT TO INFORMATION IN INDIA**

Transparency seems to be the only means for sustaining democratic governance. That is why the right to information has been legislated in about 70 countries of the world, and another 30 countries are in the process of legislation. It was in this context that the RTI was enacted in India in 2005. The experience of 5 years shows that the response to this Act has been very positive and optimistic. It has also been widely welcomed by the people at all levels. They have been seeking various types of Information from different authorities. The RTI Act confers on all citizens the right to seek information and makes it the duty of the public authorities to disseminate the same for better governance and accountability. It covers the central, state and local governments and recipients of Government Grants but does not



apply to the intelligence and security organisations except if the information released to the allegations of corruption.

Objections to the Official Secrets Act have been raised ever since 1948, when the Press Laws Enquiry Committee recommended certain amendments. In fact, the Act has been used time and again to suit the purposes of the government. In 1977, a Working Group was formed by the Janata Party government to look into the possibilities of amending the Official Secrets Act. Unfortunately, the Working Group did not recommend changes, as it felt that the Act related to the protection of national safety and did not prevent the release of information in the public interest; despite overwhelming evidence to the contrary, Official Secret act remained unaltered. In early 1989, V.P. Singh's National Front Government came to power and declared its decision to make Right to Information a fundamental right.

Later a Committee set up in 1989 by the National Front Government recommended limiting the areas where government information could be hidden and opening up of all other spheres of information. As most of the members of the Committee were bureaucrats, something different was not expected, so no legislation followed from these recommendations. Finally, the focus of citizens' groups shifted from demanding merely an amendment to the Official Secrets Act, to its replacement by a comprehensive legislation towards the Right to Information. The initiative for the Right to Information was taken by a mass based organization, the Mazdoor Kisan Shakti Sangathan (MKSS) in early nineties in a very backward region of Rajasthan — Bhim Tehsil. This agitation for transparency was started by asking for copies of bills and vouchers and names of persons who have been paid wages mentioned in the muster rolls for the construction of school, dispensaries, small dams and community centers in the Block Development & Panchayat Officer, office. After years of knocking at officials' doors and despite the usual apathy of the State Government, MKSS succeeded in getting photocopies of certain relevant documents. Misappropriation of funds was clearly obvious.

MKSS organized several Jan Sunwai (People's hearing), between December 1994 and April 1995, in Rajasthan. This grassroots movement spread very fast to other areas of Rajasthan and to other States establishing firmly that information is power and people should have the right to official information.

Subsequently, the National Campaign for People's Right to Information (NCPRI) formed in the late-1990s became a broad-based platform for action. As the campaign gathered momentum, it became clear that the right to information had to be legally enforceable. It was demanded that information that cannot be denied to Parliament or state legislatures cannot be denied to a citizen either. In 1996, Justice P.B. Sawant, the Chairman of the Press Council of India, drafted the bill keeping in view the dire need of the day and the observations made by eminent persons that in a democracy, it is the people who are the masters and those utilizing public resources and exercising public power are their agents.

The Press council of India and the 1998 Resolution The Press Council of India, the Press Institute of India, the National Campaign for People's Right to Information and the Forum for Right to Information unanimously submitted the Resolution on February 20, 1998 to Government of India for amending the proposed bill.

**Main Points of the 1998 Resolution are as follows:**

- (i) The Right to Information should also be extended respect of companies, NGOs and international agencies whose activities are of a public nature and have a direct bearing on public interest;
- (ii) The law must contain strong, penal provisions against willful and wanton withholding or delay in supplying information or deliberately supplying misleading or inaccurate information;
- (iii) The law must contain an appeal mechanism of an independent nature to provide reliable redress to any citizen dissatisfied with any decision of a public authority under this law;
- (iv) The categories of information, which can be restricted or -withheld by the Government, are too wide in the draft Bill. In particular,

the restriction on disclosing internal nothings and official correspondence between public officials and offices has no justification whatsoever;

- (v) Similarly the restriction on confidential communications between the State and Centre and their agencies have no justification, unless they harm public interest; and
- (vi) The restriction on disclosure of the record of discussions of Secretaries and other public servants also needs to be removed. However, this draft also went into cold storage due to the fall of two United Front Governments;

### **Freedom of Information Bill 2000**

The BJP led National Democratic Alliance reworked on the Shourie's draft to finalise the Freedom of Information Bill, 2000. It was introduced in the Lok Sabha on July 25, 2000. However, after the president's signature this Act could not be notified in the Government Gazette. This Freedom of Information Bill included some provisions that were not in the Shourie draft, such as the requirement that urgent requests in cases involving life and liberty should get a response within 48 hours. Various provisions of the Act were similar to that of the RTI Act except on the points on which it has been criticized.

The Act has been criticised on the followings main points: It reinforces the controlling role of the government official, who retains wide discretionary powers to withhold information. For example, requests for information involving "disproportionate diversion of the resources of a public authority" can be shot down by the public information officer. This leaves open the danger that government officials might be transformed from gatekeepers of the Official Secrets Act to gatekeepers of the Freedom of Information Act.

The most scathing indictment of the Act has come from the critics who focus on the sweeping exemptions it permits viz. restrictions on information relating to security, foreign policy, defence, law enforcement and public safety. The Act also excludes Cabinet papers, including records of the Council of Ministers,

secretaries and other officials. Information shared between the Centre and States were not subject to disclosure. These exemptions effectively shielded the whole process of decision-making from mandatory disclosure.

### **The Right to Information Act 2005**

The Parliament of India passed legislation on Right to Information in 2005. It is a landmark legislation in Indian context. It is in consonance with provisions of International Covenants on the issue and has brought India in line with other development democracies of the world. Right to Information Act, 2005 was passed by both the Houses in the Summer Session of the Parliament and received assent of President on June 15, 2005. Around 150 amendments were introduced in the original draft. The Act replaces relatively weak and ineffective legislation, the Freedom of Information Act, 2002.

### **Salient Features**

- The Act provides all citizens the right to information, subject to the provisions of the Act.
- It covers all the three tiers i.e. central, state and local government and also the three branches i.e. legislative, executive and judiciary of the government.
- It applies to "Public Authorities" established or constituted by or under the Constitution; by any law made by the appropriate Government or, any other body owned, controlled or substantially financed directly or indirectly by' the appropriate Government and includes non-government organization substantially financed by the government.
- The ambit, covers even the private bodies and their information can be accessed through the controlling public authority.
- The Act provides that information of the third party can be accessed after giving ten days notice to the third party.
- It casts an obligation on Public Authorities to grant <sup>v</sup> access to information and to publish certain

categories of information. Public Authorities are also supposed to maintain their record in the indexed and cataloged manner. The responsibilities about suo-moto disclosure/publication by public authorities have been considerably enlarged.

- The Act lays down the machinery for the grant of access to information. The Public Authorities are required to designate Public Information Officers and Assistant: Public Information Officers for dealing with requests for information and --- also to assist persons' seeking: information.
- Provision has been made for transfer of a request by a public, authority to another public authority, wherein the subject' matter/information is held by the latter.
- A time limit has been prescribed for compliance with requests for information under the Act, viz. 30 days for normal information; 40 days for third party information; life and liberty information in 48th hours and information relating to human rights violation in 45 days.
- The Act provides that in case PIO rejects the application, he/she is bound to give reasons of such rejection; the period within which can appeal against such rejection may be referred as well as the particulars of the appellate authority.
- The Act excludes the time taken for calculation and intimation of fees from the time frame.
- The Act prescribes for reasonable fee for providing information. Also, no fee to be charged from persons who are below poverty line. Further, information to be provided free of charge where the response time limit is not adhered to.
- Certain categories of information have been exempted from disclosure. The categories, by way of illustration, include, information likely to affect security of the State, strategic, scientific or economic interests of the State, detection and investigation of offences,

public order, conduct of international relations and Cabinet papers. Trade or commercial secrets, information the disclosure of which would cause breach of privilege of Parliament of State Legislature and personnel information which has no relationship with public activity and could cause unwarranted invasion of the privacy of any person are also exempted from disclosure. However, exemptions provided are not absolute and withholding of information must be balanced against disclosure in the public interest. Information is to be released even if harm is shown to the public authority if the public benefit in knowing the information outweighs the harm that may be caused by disclosure.

- The Act contains a provision for reveal of certain information, which is otherwise, exempted from disclosure on completion of 20 Years after the incident.
- The Act also incorporates the principle of severability.
- Envisages creation of an independent non-judicial machinery, viz., Central Information Commission and State Information Commissions comprising a Chief Information Commissioner and Information Commissioners to decide 2<sup>nd</sup> stage appeals. At the same time, there is no hierarchy of Commissions.
- Legal framework for exercise of powers by the Commission defined in the Act.
- The Commission while inquiring into any matter has the same powers as are vested in a civil court while trying a suit under the Code of Civil Procedure.
- The Act provides a two-tier Appellate Forum. First appeal to departmental officer senior to the Public Information Officer. The second appeal to be made to the Commission.
- On a request for information being refused, the applicant can prefer an appeal to the prescribed authority within 30 days of the decision; the time limit for disposal of appeal being also 30 days

extendable to 45 days. The second appeal can be made within 90 days of the decision of the first appellate authority.

- In case of a grievance at PIO level, there is a provision for making a complaint directly to the Commission
- Intelligence and security agencies specified in Schedule II to the Act have been exempted from being covered within the ambit of the Act. However, the exemption is not absolute; agencies shall have the obligation to provide information in matters relating to corruption and human rights violations.
- The decisions of the Commission are binding.
- The jurisdiction of subordinate courts has been barred.
- The provisions of the proposed Act have been made over-riding in character, so that the scheme is not subverted through the operation of other minor Acts.
- Under the provision of the Act CIC/SIC can impose a penalty of Rs.250 per day on PIO. This penalty can go upto a maximum of Rs.25,000.
- There is a provision of disciplinary action against PIO for any contravention of the Act. A disciplinary action can be recommended as per the service rules applicable to the PIO.
- The Act provides that there is no criminal liability of the PIO and the PIO is immune from the actions done in good faith.
- Central Information Commission and State Information Commissions to monitor the implementation of the Act and prepare an Annual Report to be laid before Parliament/State Legislature.
- Rule making power for effective operationalisation of the Act is with the competent authority i.e. Central/ State Government subject to the approval of Parliament and Assembly respectively.
- The Act repeals the Freedom of Information Act, 2002.

### Part - III

#### CONCLUDING OBSERVATIONS

India's democracy is at the centre of governance architecture. It creates opportunities, sustains leadership and generates hope. Good governance being central to the Indian democratic experience could be seen more clearly when we look at what is happening in our part of the world. Pakistan is making experiment with various forms of governance, democracy as well as military dictatorship, and merely succeeding in saving the nation-state from being a failed one. The Bangladesh Army seeks similar justification in managing and calibrating the transition to democracy, as does the Gayoom regime in the Maldives. In Sri Lanka, notwithstanding high rates of literacy and economic growth through decades-old democracy, it has not been able to secure cooperation of the Tamil minority, with the result that democracy thrives side by side with a bloody civil war. In Nepal, democratic institutions which have been undergoing serious strain under the Maoist threat are trying to resurrect under a fledgling inclusive republican order.

The quality of democracy and the commitment and caliber of public servants both in the executive and in the judiciary would determine the outcome of the country's performance in key areas – empowerment, employment and effective delivery of services. Women are key to good governance. Their increasing representation in democratic institutions have provided stability to Indian polity. Women can bring constructive, creative and sustainable solutions to the table. Women participation in economic programmes needs to be augmented for in women we get expendable providers, educators, caretakers and leaders.

Second relates to livelihood. Livelihood does not only mean factory jobs. It should relate to social economy and local resources as well. It should also mean upgrading of existing and traditional skills that people have possessed from time immemorial in agriculture, in animal husbandry, in fishing, in textiles and so on. Investment in upgradation of such skills would lead to harmonious relationships with nature. In view of deep-rooted social and economic inequities of centuries, India can not blindly

follow capitalist model of growth that puts excessive reliance on market forces. For such a model would fail to provide stability to Indian polity. And yet rapid economic growth is essential to meet aspirations of the Indian youth. Placed in these circumstances, the innovators have to devise ways and means that secures both fast growth and an approach that combines Gandhian ethics with democratic temper.

Innovations are taking place in the government, in the market and in the civil society. Social and political processes are getting increasingly interlinked changing the character of the elites in the countryside. The nature and content of good governance would undergo changes in tune with rising expectations and fresh demands of the people. Democratic governance would expect and secure from its leadership to be alive to such aspirations and to continually tune institutions of polity to be effective instruments of citizens' welfare. The search for good governance seemingly is an endless one. It has been an eternal challenge to rulers since the very dawn of 'state', irrespective of its nature, structure and form. Alexander Pope has very rightly provided the touchstone: "For forms of government, let fools contest, whatever is best administered is best".

Clarity promotes transparency, participatory and efficient governance. Conviction promotes accountable and effective governance. Compassion promotes consensus oriented, equitable and inclusive governance. Consistency promotes responsive governance, follows the rule of the law and modernizes itself according to the needs and changes of the society upholding the guiding principles of the Constitution. The Government shall act as a facilitator for the people, market and civil society and remain a prudent regulator to ensure social equity and fair competition in the society. The changes in the role of the Government will be carefully defined and communicated so that the people will understand that changes are in their interest. Decentralization is an essential part of the government to make more efficient and responsive. The Government shall Strengthen local government and management by devolving administrative and economic powers and responsibilities. The Government will directly

involve people in the management of the services they use. The Government is committed to minimize citizen interface with the Government Departments by introducing the Internet, Web and groupware technologies will be used to create national electronic highways and networks at all points of contact between the people and the Government. The primary task of the government shall be to ensure efficient and responsive services, making it easy for the people to gain essential information from the government and ensure that they have recourse to mechanisms that punish wrongdoing. Charters shall be introduced to improve the quality and effectiveness of public services.

Every citizen has the right to know how the government is functioning. Right to information empowers every citizen to obtain information from the government. It is duty of public authorities to maintain records for the easy access and to publish within 120 days the name of the particular officers who should give information and in regard to the framing of the rules and regulations. All information shall be disseminated widely and in such form and manner which is easily accessible to the public. It has been provided that it is required that the request to be disposed of within 30 days provided that where information sought for concerns life or liberty of a person, the same shall be provided within 48 hours. If a request is rejected it shall be communicated giving reasons and specifying the procedure for appeal and the designation of the appellate authority. The Act also exempts granting information where it would disproportionately divert the resources of the public authority or would be detrimental to the safety and preservation of the record in question.

Knowledge and information is the prerequisite for the enjoyment of this right because the lack of authentic information on matters of public interest leads to the wild rumors. Freedom of speech and expression includes the right to receive and collect information. Since the democracy is the government of the people who are the sovereign masters. There can be no government by the people if they are ignorant of the issues to be

resolved, the argument for and against different solutions and the facts underlying those arguments. The taxes collected by the government belong to the people. They have the right to know in what manner they are being governed and how their money is being spent. The business of the government should be a participatory process. The fact should be made public. Only a fully informed citizenry can be better equipped for the performance of these duties.

The Right to Information Act enables the citizens to get the required information for the redressal of the grievances within a specified time from the date of filing application. Any citizen can ask for information under this law by applying in writing or through electronic means to the Public Information Officer (PIO), specifying the particulars of the information sought for. The right to information has been judicially recognized as a part of the fundamental right to speech and expression. Information is sine qua non for the efficient functioning of democracy. It keeps the people informed about the socio-political and economic affairs and issues. In a developing country like India, the availability of the information is required to be assured to the people in a simple and speedy manner because the development process depends on it.

Over the past few years, RTI has gained increasing importance in the human rights discourse as well as the larger democratic discourse. Since a democratic government must be sensitive to the public opinion for which information must be made available by it to the people. Effective accountability rests on the peoples' acquaintance with the information. A system that operates in secrecy tends to lose the faith of the people as much as its own legitimacy and credibility. Openness and full access to the information are the two pillars of the democratic state. It will equip the citizens to participate meaningfully in the democratic and political process. Governance is undoubtedly strengthened by the RTI. That is why the RTI has been recognized as an essential requirement of the good governance. The enactment of the RTI Act, 2005 is a bold step. The Act covers not only the public sector but also the NGOs and

the private sector to some extent. In addition to this, it has various other positive features like provision of First and Second Appellate Authorities. It is also one of the toughest legislations in the world, as it is the only RTI Act imposing penalty for any contravention of the provisions of the Act.

However, mere conferment of the right is not enough. Its successful implementation in the true spirit is needed. The revision and review of legislations contrary to this right is required. Suitable amendments in the conduct rules for public servants, attitudinal change in the behaviour of the bureaucracy, creation of efficient information management system, more frequent use of this right by press and will of the citizens are also required. Many loopholes need to be plucked. However, despite the weaknesses, it is a Magna Carta for introducing reforms in the governance in the country and will go a long way in strengthening the roots of democracy by introducing transparency and accountability in governance.

#### REFERENCES

1. R.S. Dhaka, Right to Information and Good Governance, concept, New Delhi, 2010.
2. Sapna Chadah, Right to Information Regime in India, IJPA, March 2006.
3. J.G. Roy, Right to Information Initiatives and Impact, IIPA, New Delhi, March 2006.
4. S. Pande and S. Singh, Right to Information Act 2005, NBT, New Delhi 2008.
5. M.R. Biju, Democratic Political Process. (Ed.) Mittal, New Delhi, 2008.
6. M.R. Biju, Democracy in the Modern World: The Indian Experience-Two Volumes Kanishka, New Delhi, 2009.
7. M.R. Biju, Strategic Management, Social Security and Banking Sector Reforms: Issues and Concerns, Authors Press, New Delhi, 2010.
8. M.R. Biju, Development Issues in Contemporary India, Concept, New Delhi-2010.
9. B.L. Fadia and K. Fadia, Public Administration, Sahitya Bhavan, 2004.
10. M.M. Semwal and Sunil. K, Right to information and Judiciary, IJPS, Volume LXIX, No. 4, Dec 2008

11. Harinderjit Kaur, Right to Information, South Asia Politics, Vol. 8, No: 12, April 2010.
12. R.Balasubramanian, 'The Role of the State and Administration: The Emerging Scenario', (Presidential Address), Indian Public Administration Association-17<sup>th</sup> Annual Conference 10-11 November, 2000, p.24
13. Beta K.Dey, 'E-Governance in India : Problems, Challenges and Opportunities – A Futures Vision', Indian Journal of Public Administration, July-September, 2000, p.301
14. Y.K.Sheng, 'What is Good Governance?', Bangkok, www.unescap.org
15. Balmiki Prasad Singh, 'The Challenge of Good Governance in India: Need for Innovative Approaches', www.innovations.harvard.edu
16. O.P.Minocha, 'Good Governance : New Public Management Perspective,' The IJPA, July-September 1998, p.272
17. B.S.Gupta, India : The Problems of Governance, Delhi, Konark, 1996, p.12
18. S.C.Kashyap, Crime, Corruption and Good Governance, New Delhi, Uppal
19. O.P.Minocha, 'Good Governance, Management in Government, Vol. XXIX, No.3, 1997
20. Asok Mukhopadhyay, 'Reinventing Government for Good Governance,' The IJPA, September 1998, p.282
21. M.R.Biju, Good Governance and Administrative Practices, Mittal, New Delhi, 2007
22. Fadia B.L. and Fadia K., Public Administration, Agra, 2004

(Dr. M.R. Biju is an Associate Professor, PG and Research, Department of Political Science, Sree Narayana College, Kollam (Kerala). A prolific writer on social, political and development issues, he has authored 25 books and 110 research papers, headed three major research projects on Panchayati Raj funded by the Ministry of Panchayati Raj, Government of India, and UGC. He was the recipient of the UGC Post - doctoral Research Award in 2004 - 07. At present he is the editor of the South Asian Journal of Socio - Political Studies (SAJOSPS). He can be contacted at e-mail: mrbijueditor@yahoo.com, while his Website is: www.sajospsindia.com).

# ROLE OF SHG AND MICROFINANCE FOR THE EMPOWERMENT OF WOMEN

**Dr. R. Sheelamma, M.S.W., L.L.B., M.P.S.,**

*Assistant Professor and Teacher-in-Charge, Department of Social Work,  
Sree Sankaracharya University of Sanskrit, Kalady,  
Regional Center, Tirur, Kerala.*

## ABSTRACT

**Background of the study:** *Economic development is the prospect of every nation. Women's role in economic development is the most discussed topic all over the world. The scheduled caste women are the most marginalized and victimized people. Many of the resources are inaccessible to them due to their marginalization and poor autonomy in decision making. The SHGs play an important role in empowering women through the strategic implementation of microfinance. Many scheduled caste women are coming forward to get the benefits of self help groups and attain empowerment. This study is mainly focused on the role of SHGs in the economic development and empowerment of scheduled caste women. Objectives of the study:* *to study the formation and development of SHG's among scheduled caste women, to review the status of micro-finance and its implications in their lives, to study the accessibility of rural scheduled caste women to credit and problems faced in administration of SHG's, to suggest policy measures for socio-economic empowerment of rural women as well as effective and efficient functioning of SHG's, and to analyze the impact of microcredit on socio-economic empowerment of scheduled caste women. Methods and materials:* *the study is qualitative case study and hence the research design is descriptive in nature. Result of the study:* *many of the scheduled caste women are not having problems in accessing resources and their entry in microfinance and administration of self help group make them empowered in rural areas. Implication of the study:* *the qualitative and micro level study will provide an evidence base for policy makers and programme planners to get scientific understanding about the administration issues and challenges in empowering women.*

**Key Words:** *SHGs, Empowerment, Microfinance, Development, Scheduled caste women.*

## INTRODUCTION

Women constitute half of the population of our country. It is not disregard the fact that there has been progress in women's education and economic development in general, however, Scheduled Caste women are still backward in terms of their enrollment in educational institutions, literacy, educational development and employment in organized sector. They are the most marginalized and victimized group of people due to exploitation, discrimination and poverty. Development unaccompanied with social justice and gender equality cannot bring peace and prosperity in a country. Majority of the scheduled caste women are engaging in primary sector, most of them are agricultural wage labourers or doing less salaried job as sweepers, and scavengers employed in local bodies.

The empowerment of women is the prime concern of government of India and

enacted several policies and programmes. According to Amartya Sen (1993), the term empowerment means that the freedom to lead different types of life is reflected in the persons' capability set. The main objective of National Policy for Empowerment of Women (NPEW, 2001) is economic empowerment of women. The policy aims at enhancing supply of credit to the women through SHGs. The formation of self-help group and micro financing is one among such initiatives to empower women. Self-help groups play an overall significant role to secure better economic development of the country together with the empowerment of rural women.

The Micro-finance interventions are well-recognized tool for poverty alleviation and improving socioeconomic status of rural poor particularly women.

The SHG's are small, informal and homogenous groups and having democratic



political structure. Many research studies proved that self-help groups are an instrument to change the socio-economic conditions of women that have implication on the overall development of women. Microfinance, is banking and bringing credit, savings and other essential financial services within the reach of millions of people who are too poor to be served by regular banks, in most cases because they are unable to offer sufficient collateral (Sarumathi and Mohan, 2011). It is evidenced that the underlying principle for providing women access to microfinance services is that gender inequalities inhibit economic growth and development (World Bank, CIDA, UNDP, UNIFEM). The main aim of microfinance is to empower women. The research study conducted by Gaiha and Nandhi (2005) proved that gaining self-confidence, greater respect within the family, a more assertive role in family decision-making, and better buying and selling skills are the different sources and methods for women empowerment.

The credit operations and delivery system through micro-finance movement and strengthening and expansion of credit institutions (SHG's) can definitely help in the recovery of rural economy and empowerment of the rural women. The women gain status of doing administrative and management of financial affairs in rural areas. They have started income generation activities for sustainable livelihood. The SHGs keep the properly audited and monitored group activities and NGO's act as facilitators to women members in the proper functioning. They are regularly collecting a fixed amount of thrift from each member and after build up a reasonable amount of resource, the group starts lending to its members for petty consumption needs. The bank is also financing SHGs such as term loan of smaller amount if it is satisfied with the group in terms of genuineness of demand for credit, credit handling capacity of the members, repayment behaviour within the groups, and the accounting system and maintenance of the records etc. Consequently, there is several benefits effect through financing SHG's.

The self-help groups play a significant role in the empowerment of women. The women are engaging in all the activities of the SHGs. Their experience provides them improved status in the society through economic empowerment, social empowerment, political empowerment and psychological empowerment. The study conducted by Sarumathi and Mohan showed that the NGO should come up with more training sessions in income generating activities and the way needed to develop women's skills and talents by participating in various training programs. The women have psychological well being and social empowerment because of participating in micro finance through SHG program (Sarumathi and Mohan, 2011). Another study indicates that the self-help groups (SHGs) and microcredit have helped women gain control over assets, subsequently acquire self-esteem, knowledge, and power (Zaman 2001; Simanowitz and Walker 2002). In a study on 'Does microfinance empower women? Evidence from self-help groups in India' Ranjula Bali Swaina and Fan Yang Wallentin (September 2009) concluded that many strides have been made in the right direction and women are in the process of empowering themselves and NGOs provide support in financial services and specialized training, have a greater ability to make a positive impact on women empowerment. The study strongly indicate that SHG members are empowered by participating in microfinance program in the sense that they have a greater propensity to resist existing gender norms and culture that restrict their ability to develop and make choices. Another study reveals that microfinance has become one of the most effective interventions for economic empowerment of the poor (Bhuvan I.B, 2007). There is a strong linkage between MFIs and women's empowerment (Vani and Kulkarni, 2011).

## **METHODS AND MATERIALS**

### ***Objectives of the study***

The general objective of the study is to find out the role of SHGs and microfinance for the empowerment of scheduled caste women in Ernakulam district.

***The specific objectives***

1. To study the formation and development of SHG's among scheduled caste women,
2. To review the status of micro-finance and its implications in their lives,
3. To study the accessibility of rural scheduled caste women to credit and problems faced in administration of SHG's,
4. To analyze the impact of microcredit on the empowerment of scheduled caste women.

***Study design***

The research study is descriptive in nature.

***Method of data collection***

The study adopted qualitative research design of case studies of five selected SHGs in Ernakulam district. In addition, focus group discussions and key informant interview were also conducted with SHG members. A Self-structured interview schedule was adopted for collecting data from the rural SHG women members who are engaged in micro enterprises through microfinance.

***Sampling method***

For the purpose of the study, selected five self-help groups as samples by judgmental sampling method those are engaging in microfinance through SHGs in Ernakulam district. The respondents are five scheduled caste women selected on account of those are having at least five years experience in the administration and management of self-help groups.

***The sampling unit***

The sampling unit under study is Self-help groups which is the voluntary associations of women with common interests formed to achieve collective social and economic goals. They are organized for the purpose of mutual help and benefit. All the SHGs under study are formed democratically without any political affiliations.

***Universe and population***

The study conducted among self-help groups who are administering microfinance for women empowerment of women in Ernakulam district.

***Tool of data collection***

In the research, administered self-structured interview guide as the main tool of data collection for the case study of respondents. In addition to this, administered, focus group discussions with the SHG members to elicit supplementary information on the role of SHG and microfinance for the empowerment of women.

**LIMITATIONS OF THE STUDY**

The study is confined with the rural areas only. Hence the results may not be applicable to urban area SHG members.

The data was collected only from those who engaged in income generating activities.

**RESULT AND DISCUSSION**

The SHGs under study have formed with the objectives to inculcate the habit of saving and banking habit among the rural women, to build up trust and confidence between the rural women and the bankers, to develop group activity so that various welfare and developmental programmes to be implemented in a better way with the participation of the women groups. The SHGs under the study are formed by facilitating community-based organizations. They facilitate organizing, forming and nurturing of groups and train them in thrift and credit management. Banks give loans directly to these SHGs. The banks are giving loans directly to these SHGs for the microfinance activities.

The respondents under study are scheduled caste women as members in self-help groups. Most of the women belong to middle age group, they are married, has low-income nuclear families and less educated. The housing conditions of the respondents are satisfactory and they belong to below poverty line families.

The microfinance has major implications in the social and economic life of women. The SHG's intervention gradually improved the socio-economic status of women and increased

their participation in decision making in family and society. Most of them have joined SHG's within ten years. They have motivation and support from NGO workers and family members to join SHGs. They are regularly attending the in the group meetings and make evaluations. The decisions in the meeting are emerged from the common consent of group members. They got chances to be included in the discussions and decisions.

The decisions in the meeting are emerged from the group discussion and common consent of group members. Majority of the respondents were aware about the group activities and decisions to be taken. They are having savings and it is mainly utilize for emergencies, marriage, health, education, social security needs, agricultural purposes, self-esteem, asset building etc. Few of the respondents have not obtained the benefits of training and exposure. Most of them have received loans from SHG and bank and revolving fund. Yet, one third of the respondents reported that they have to repay their dues. All respondents have opined that the SHG programmes have had impacted on their productivity, efficiency, income generation and confidence building. Few of the respondents have not obtained the benefits of training and exposure. All women opined that their role in decision-making has increased significantly and noticed the change in the perception of community and family.

The participation in SHGs and microfinance has tremendous implications in women's lives. They have obtained the power to self-manage financial matters. They have a common fund through the collection of small savings from group members regularly and the women are managing pooled resources in a democratic way, considers loan requests, and purposively disbursing loans. The members will get the loan larger than individual accounts. The banks reduce the operating costs of forming and financing of SHG's through the participatory efforts of individuals. The pioneering nature of financing is vital to supplement credit strategies for meeting the needs of the poor scheduled caste women. There establish a material trust and confidence between bankers and the rural

poor, and to encourage banking in a small group of population. There establish a linkage of flexibility, sensitivity and responsiveness of the informal credit system with the technical and administrative capabilities and financial resources of formal financial institutions. The savings and credit of SHGs are resulted by means of financial and management counselling, promotion of new employment opportunity and motivation for enhancement of earnings from the ongoing activities. Their experience in SHGs and microfinance is within the democratic frame of reference, provide them decision-making power and participation in the entire management process. The women are empowered to develop their own management system and maintain accountability for handling the resources generated. The women felt self-confidence and economic empowerment as they could generate the required resources, which kept them away from the exploitation of moneylenders. The economic empowerment could increase women's participation in decision making in household matters and they realized that they are also play a part in the economic development of the country. The group members are satisfied with the banking system as it is interdisciplinary, cost effective and group approach that ensure wider coverage of poor families through bank credit. The women's experience in SHGs is a unique, alternative need based credit delivery mechanism by compiling small savings from microfinance enterprises.

SHGs and microfinance enable economic, social, political and psychological empowerment of women. This study proved that woman's involvement economic activities and economic contributions are related to her role and status in the family and society. Through the SHGs women are engaging in income generating activities and provide them economic benefits to them. The regular income gives them economic independence in the family and gender equality in accessing resources in the society.

The Self-help Groups ensures the improved social status of women. The respondents felt that they are enjoying the equality of status as participants, decision-makers and beneficiaries

in the social, democratic, economic and cultural spheres of life.

The women have experienced psychological empowerment in the sense that the SHG groups enhance the equality of women as participants, decision-makers and beneficiaries in the democratic, economic, social and cultural spheres of life. All the respondents said that the SHGs inculcate a great confidence in the minds of them to success in their day-to-day life.

The women's involvement and participation in the administration and management of SHGs enable them political empowerment. The women opined that they have several opportunities for the overall functioning of the self-help groups and its financial activities. They are intervening in the issues or problem solving activities in terms of the use, production and distribution of public resources for the general good. The respondents have no doubt that SHGs enable them to develop their communication skills to speak at the Grama Sabha meetings, public meetings, etc as the SHG functions through its regular meetings, where members perform transactional activities and discuss over different related issues. The respondents realized that social mobilization through SHGs is inevitable for political empowerment. The democratic political structure of the SHGs is providing training for the members.

Even though SHGs and microfinance have empowered women, however, there are some problems too. The women reported that the SHGs are facing the problems of poor management and control over the members, and there are not clearly defined roles and responsibilities of office bearers. The educated women are dominating the SHGs and the political influence of elected members is visible. The poor educated and unskilled women are more dependent on the leaders is another problem of the SHGs. They opined that due to lack of experience or lack of capacity to review functions or comply with legal regulations, the SHGs are governed by various regulations of different entities makes the formation and functioning of SHGs difficult. The women felt that the management of microfinance is sometimes inappropriately.

## IMPLICATIONS OF THE RESEARCH

This study is based on the micro level case study of various self-help groups of women. The information on is a knowledge base for many service providers working for women development. The study implies that the result will provides an insight in to the programme planners and policy makers to analyze the existing policies and programmes and to plug the loopholes for the integrated development of women through self-help groups and microfinance endeavors.

## CONCLUSION

Women in general and Scheduled Caste women in particular are the marginalized group in society. Poverty and deprivation increase gender inequality, which favours a policy for empowerment of women. The policy ensures increasing women's access to credit through SHG's so that they would be able to acquire the capability and assets that can help facilitate realizing strategic gender needs.

The study concludes that the SHGs and microfinance have a major role for the social, economic, political and psychological empowerment of women in rural areas. It has major contributions in women's lives such as confidence, courage, skill development and empowerment. The leadership skills and negotiations skills have improved in them through the active participation in various training programmes. There is a significance improvement in the psychological well being and empowerment of the respondents after joining SHGs.

## REFERENCES

- CIDA (1999). *CIDA's policy on gender equality*. Quebec, Canada: Canadian International Development Agency.
- Gaiha, R., and M. Nandhi (2005) *Microfinance, self-help groups and empowerment in Maharashtra*. Rome: International Fund for Agricultural Development.
- National Policy for Empowerment of Women (NPEW), 2001.

Ranjula Bali Swaina and Fan Yang Wallentin (September 2009). Does microfinance empower women. Evidence from self-help groups in India, *'International Review of Applied Economics'* Vol. 23, No. 5.

Sarumathi S. And Dr. Mohan K. (2011). "Role of Micro Finance in Women's Empowerment (An Empirical study in Pondicherry region rural SHG's)", Research Scholar, Dept. of International Business, Pondicherry University, *Journal of Management and Science* Vol.1, No.1. ISSN: 2249-1260.

Sen, A.K. (1993) Capability and well-being. *In: Nussbaum and Sen, eds. The quality of life.* Helsinki: World Institute of Development Economics Research.

UNIFEM (2000) *Progress of the world's women.* New York: United Nations Development Fund for Women.

Vani S. Kulkarni. 2011. Women's empowerment and microfinance. An Asian perspective study. Occasional papers knowledge for development effectiveness. Published by the International Fund for Agricultural Development (IFAD). ISBN 978-92-9072-280-9.

World Bank (2001). *Engendering development: Through gender equality in rights, resources, and choice – summary.* Washington, DC. [www.worldbank.org/gender/prr/engendersummary.pdf](http://www.worldbank.org/gender/prr/engendersummary.pdf).

# THE EFFECT OF OCCUPATIONAL HAZARDS ON WOMEN REPRODUCTIVE HEALTH AND ART AS A BOONE – INDIAN CONTEXT

Manjula Nirupama H S

*Research Scholar, Mother Theresa Women's University*

## Introduction

No country can flourish by neglecting the potential of its women workforce. Globalization, Liberalization IT revolution and privatization have created lot of economic opportunities for women. In recent years more women are entering into paid work force. There are varieties of physical and biological agents used at work place and that expose women workers on their reproductive hazard.

Most women do not know the problem related to occupational hazard. The work which are highly stressful or shift work can have direct impact on women reproductive health. There is lack of adequate information about such occupational hazards and many women faces infertility issues and other related reproductive health hazards because of exposure to chemical agents, pesticides, physical agents, ergonomic factors and stress, it looks like the present work force is the evidence and is sufficient to warrant the maximum protection of pregnant women to several well-documented occupational risk factors which has been directly or indirectly has an impact on women reproductive health. Industrial toxins, inhaled particles, excessive noise, musculo-skeletal strain, and physical and sexual abuse also become health hazardous.

Infertility has become a major issue for discussion in recent years. A woman is defined by her fertility. Fertility has high value in all cultures and the wish for a child is one of the most basic of all human motivations. For women, pregnancy and motherhood are developmental milestones that are highly emphasized by our culture. In workforce about 75% of women are of reproductive age between 18-35 years. Hazardous materials used at workforce have direct impact on women reproductive health, her ability to become pregnant or the health of an unborn child. The problems of Miscarriages, Still birth, Birth

defect, Low birth weight, premature birth, childhood cancer.

In this study effort has been made to understand the effect of potential occupational hazards on women reproductive health and infertility. An effort been made in empowering women worker through safety measures to protect themselves from such harmful materials.

This article reviews the scope of assisted reproductive technologies contribution on infertile women in Indian scenario. It provides an overview on the concept of Assisted Reproductive Technology which can be overcome infertility among women. The ambiguity towards the experience of ART has given potential to redefine infertility. Most couple who has opted for this ART is very apprehensive about the cultural and social reactions to their childlessness.

The effects of potential occupational hazards on women's reproductive health have been the major focus of concern in the health of women workers. This concern has increased in recent years as more environmental hazards are identified and as more women are entering into the paid workforce. Some occupational hazards on women reproductive health has been documented but a large number of possible risks still require further investigations.

The women working in challenging environment will have more health hazard. Illiteracy, poverty and unemployment have lead many women to work as sex workers. They face the risk of HIV and STD's. The risk of violence, infections and contagious conditions are common. The transition from salaried, regularized employment to self-employment or out-work has had several deleterious impacts on women's health. Longer working hours, a central feature of informal sector employment, have created serious difficulties in terms of child care, maintenance of breastfeeding, care of selves and other family members and exhaustion

and stress (UNICEF 1994). Amongst the countries of Eastern and Central Europe, too, the excessive burden of work in the daily lives of women has been exacerbated by the severity of the economic crisis caused by restructuring (WHO, 1994).

## **Women specific health problems**

### **1. Musculoskeletal disorders**

One of the major occupational health hazards among women is musculoskeletal disorder. A chair with a wrong height or a constant movement of same body part will have a MS disorder.

Many women's jobs require static effort, exerted when muscles are contracted for long periods.

This type of effort creates musculoskeletal and circulatory problems due to interference with Circulation (Boitel et al., 1982; Abramson et al, 1981). Cleaning jobs (dusting high surfaces, Bending over toilets) often require this type of posture (Messing et al., 1996). Many women's jobs in factories or services (sales, hairdressing, tellers, and cashiers) require standing for long periods of time, resulting in back and other musculoskeletal problems. A female hospital helper lifting the patient and transferring patients on stretcher, bed for a long run will have to face musculoskeletal disorder. Women working in agriculture industry suffer commonly with arthritis and rheumatism, Lower back pain and osteoarthritis. Women workers in the garment and embroidery industry suffer with chronic back pain and eye problems due to poor workplace conditions and lighting.

### **2. Stress and cardiac diseases**

The work of Karasek (1982) and others (Johnson and Hall, 1988) has related several workplace.

Variables like (degree of job control, level of demand) which has an adverse effects on the cardiovascular system. Hall (1989) found that jobs assigned to women are characterised by a low level of decision latitude and more likely to be stressful. The double workday is another source of stress. Adequate data on the effects of stress on heart disease in women are

not available because more scientists who have studied heart disease by occupation have restricted their samples to men (Pickering et al., 1991). Although coronary artery disease is the most common cause of death among women, and more women than men report hypertension, heart disease is still thought of as a man's problem and many studies have not been gender-sensitive.

### **Chemical agent at workplace effecting women reproductive health**

Lead, Mercury, Nickel, Magnesium are known toxic to reproduction. The effect varies from increased high risk of spontaneous abortion, development of toxicity among offspring, still birth and delay in conception. Heavy metal like Lead has shown to interfere with endocrine system and also effects menstrual cycle, delayed conception rates and other reproductive effects such as LBW and Neural tube defects. (1)

Women working in health care sector are exposed to many harmful chemical agents. Disinfectants, anesthetic gases, Drugs, ethylene oxide...etc. these causes spontaneous abortion and pre-term birth among women. Anaesthetic gases like nitrous oxide, cyclopropane, methoxyfurane and ether induces embryonic and foetal loss and congenital defects (2). Exposure to certain toxic substances can cause changes in the sex drive in both men and women; there can be damage to the eggs or sperm, changes in the genetic material carried by the eggs and sperm, or cancer or other diseases in the reproductive organs of men or women.

Changes in the genetic material carried by the eggs and sperm are called mutations. Mutations in genetic material can be passed on to the future generations. Genetic mutations can result in birth defects, stillbirth, or miscarriage, depending on the type of damage caused. When the damaging effects are severe it results to miscarriage or stillbirth.

**Table 1: The following list is of substances used or occurring in electronics which threaten the ability of both men and women to have a normal sex life and to have normal children**

Chemical name	Teratogen	Reduced fertility or sterility	Miscarriage or fetal death	Birth defects, mutations, fetal damage	Cancer of reproductive organ	Menstrual problems
Arsenic		H s	H	A	H	
Benzene	A	Hsi		A	?	H
Cadmium		HAsi	H	H	H	
Carbon dioxide	HA			H/A		
Carbon disulfide		HAsi	H/A	H A		
Carbon monoxide		Hsi		A		
Carbon tetrachloride		A			?	
Chlorobenzene	A	A				?
Chloroform			A			?
Diglycidyl ether		A				?
Dimethyl formamide	A					
Epichlorohydrin		HAs				?
Ethylene dichloride	H		H	H	?	
Ethylene oxide		A		A	?	
Ethylidene chloride	A					
Lead		HAsi	H	H	?	H
Lithium	A					
Manganese		H si			?	
Mercury		HAsi	H/A	H/A		
Nickel		A			?	
Nitrous oxides			H/A	H/A		
Perchloroethylene				A	?	
Phosphorus		H s				
Toluene	A			A		H
Trichloroethylene		H si	H	H A	?	
Vinyl chloride	H	H	H	H/A	?	
Xylene	A			A		H

**Source:** *Health hazards in the electronics industry International Metalworkers' Federation, Asia Monitor Resource Centre, Hong Kong, 1985.*

H = evidence for humans, A= evidence for animals, H/A= evidence for humans and for animals, s = reported to cause sterility in men, i = associated with male impotence, ? = known to cause cancer in other parts of the body (3 – 9)

Some mutagenic substances are also known to cause cancer in humans. Substances that cause cancer are called **carcinogens**. Reproductive organs, such as the ovaries, breasts, vagina and uterus of a woman, and the penis and testes of a man, can become diseased or function abnormally as a result of exposure to certain hazardous substances. Some chemicals may cause cancer in one or more of these organs. Damaging effects on the scrotum or testes can prevent sperm production. Carcinogenic substances can cause prostate cancer in men, which will also interfere with sperm production and may prevent fertilization.

### Physical agent at workplace effecting women reproductive health

#### 1. Radiation

Repeated exposure to radiation, ranging from simple x-rays to chemotherapy, has been shown to alter sperm production, as well as contribute to a wide array of ovarian problems. Exposure to ionizing radiation in prenatal life is a known factor for foetal death and congenital defects. It is recommended that women should avoid all exposures to ionizing radiation in the preconception period and gestation period. The electromagnetic field which is used at domestic and residential and at workplace has a role in development of cancer, birth defect and reproductive problems. Telephone operators who used video display terminals (VDTs) at work were having higher chance of reduced birth weight, preterm birth, or miscarriage. Health professionals using diagnostic and therapeutic devices like magnetic resonance operators ultra sound scans and physiotherapists are potentially exposed to non-ionizing radiation through the use of ultrasound, microwaves, magnetic resonance and other electrical apparatus. These exposures could induce hyperthermia, increasing the risk of embryopathology.

### Ergonomic factors at workplace effecting women reproductive health

#### 1. Heavy workload and awkward positions

Heavy physical work of the woman has risk factor for spontaneous abortion but also for LBW and pre-mature birth of the infant, pre-term delivery and small for-gestational-age birth



(SGAB). Some physically strenuous work conditions like heavy lifting and frequent bending might increase the risk of negative pregnancy outcome, especially among women with other risk factors (e.g. with previous foetal losses) or in the presence of other work-related risks. The risk of spontaneous abortion increases when the physical strain occurred very early in pregnancy.

### 2. Work schedule and pregnancy

Hospital workers with irregular hours had a slight increase in the risk of spontaneous abortion. Rotating shift among workers had a 2-fold increase for LBW and for pre-term birth. Long working hours and shift work were associated with increased risk of miscarriage. Irregular work hours may be associated with a slight increase in the risk of spontaneous abortion and reduced fertility.

### 3. Psychosocial work stress

Stress is known to interfere with the endocrine system of women, often manifested by menstrual disorders. Exposure to stressful work conditions and its effects on the reproductive health of women menstrual function, fecundity and spontaneous abortion. High stress at work is associated with altered cycle length and anovulatory cycles. When high job stress is combined with other risk factors (older mother, smoking mother, primigravida), stress increased the risk for spontaneous abortion.

**Table 2: Chemical and physical agents that are reproductive hazards for women in the workplace**

Agent	Observed effects	Potentially exposed workers
Cancer treatment drugs (e.g., methotrexate)	Infertility, miscarriage, birth defects, low birth weight	Health care workers, pharmacists
Certain ethylene glycol ethers such as 2-ethoxyethanol (2EE) and 2-methoxyethanol (2ME)	Miscarriages	Electronic and semi-conductor workers

Carbon disulfide (CS <sub>2</sub> )	Menstrual cycle changes	Viscose rayon workers
Lead	Infertility, miscarriage, low birth weight, developmental disorders	Battery makers, solderers, welders, radiator repairers, bridge repainers, firing range workers, home remodelers
Ionizing radiation (e.g., X-rays and gamma rays)	birth defects, low birth weight, developmental disorders, childhood cancers, Infertility, miscarriage	Health care workers, dental personnel, atomic workers
Strenuous physical labor (e.g., prolonged standing, heavy lifting)	Miscarriage late in pregnancy, premature delivery	Many types of workers

(Source: *National Occupational Research Agenda. DHHS (NIOSH) Publication No. 96.115*)

### Assisted Reproductive techniques – As a Boone, in Indian Context

Most of the time working women face infertility problems because of occupational hazards. They tend to seek different ways of treatment like homeopathy, ayurvedic, traditional healers, tantric rites, wearing Germs, visiting astrologer, visiting the place but, most recent studies with allopathy has sought a popular treatment beside all other traditional treatments. Now most of the infertile women are affordable in seeking treatment with ART – Assisted Reproductive Technologies. The use of ART such as Artificial Insemination (AI), Intrauterine Insemination (IUI), IVF (In Vitro Fertilization), Gamete Intrafallopian transfer (GIFT), Intracytoplasmic Sperm Injections (ICSI) are becoming popular. The repeated use of these technologies also been encouraged by Gynecologists and infertility specialists as it is commercial and profit making too. IVF focuses exclusively on biological reproduction and curtails any potential for their definition of parenthood or infertility. In so doing, it reinforces the notion of the “natural” bond between a mother and her biological children as well as reinforces the idea that the only desirable structure of social relations between adults and young children is the nuclear family or indeed one’s own biological children.

In Indian context ART gives hopes to infertile women even though only few can afford to it. In Indian society, fertility is more valued to the extent that womanhood is defined as motherhood; ART gives hope to such infertile women to become mothers. In India where there is a stigma against infertility and childlessness, this is perceived as a great scientific achievement.

According to Srinivasan, overestimates of infertility help justify the industries and the medical practitioners' existence, but in a large country with a large population it is a substantial number and requires attention. IVF and other ART are promoted today for all forms of infertility. The Institute for Research in Reproduction (IRR) began work on an IVF programme in 1982 to provide subsidized IVF. The Indian Council for Medical Research (ICMR) suggested that this promotion would also help in couples accepting sterilization if they knew that they could have a child through IVF and would in directly help the family planning programme.

As far as the success rate of IVF is concerned, the ICMR reports an average take-home baby rate of 20%–30% per cycle, but that has not been substantiated by any studies. The best clinics in India claim a 30%–40% success rate but it seems to be much lower in reality. Moreover, this is the pregnancy rate and not the birth rate. Most clinics claim a higher success rate than 5%–10%, which is usually the rate reported by clinics in the West.

Some couple also has reserved donor sperms or eggs to have a child. In such cases, donor eggs were preferred within the family. Donor sperm of an unknown origin is also acceptable. In few cases where women did not want to use donor sperm or did not want their husband to know that donor sperm was being used for fear that they would not allow it.

ART are very expensive and only few can afford them. These ART are not offered in government hospitals. Recently, the ICMR suggested that besides preventive measures, it is essential to reduce the costs of ART so that all couples have access to them. It has also been suggested that as ART are expensive, the option of adoption should be offered and there should

be a shift to preventive services. In India, these related technologies been misused for sex-pre selection and the existing law does not deal with it.

### Conclusion

Though, the women faces reproductive problems and infertility issues because of effect of occupational hazardous materials taking care of themselves against such hazardous materials and following certain precautions will protect them from reproductive disorders. Some precautions which need to be followed by both working women and the organization are mentioned below:

1. Workers and unions need to be as informed as possible about the substances used in their workplaces.
2. Protective measures should be implemented to ensure that pregnant workers and workers (male or female) planning to have a child are not exposed to known or suspected reproduction health hazards.
3. Employers should provide workers with adequate education about any potential hazards in the workplace.
4. Mutagenic and carcinogenic substances should be completely eliminated or isolated from every worker and from the work environment.
5. Store chemicals in sealed containers when they are not in use.
6. Wash hands after contact with hazardous substances and before eating, drinking, or smoking.
7. Participate in all safety and health education, training, and monitoring programs offered by your employer.
8. Learn about proper work practices and engineering controls (such as improved ventilation).
9. Use personal protective equipment (gloves, respirators, and personal protective clothing) to reduce exposures to workplace hazards.
10. Follow your employer's safety and health work practices and procedures to prevent exposures to reproductive hazards.

If a women found to be infertile. She can always seek ART for having motherhood.

Most couple who has opted for this ART is very apprehensive about the psychological issues and reactions to their childlessness.

#### BIBLIOGRAPHY

1. Irgens A, Kruger K, Scorve AH, Irgens LM. Reproductive outcome in offspring of parents occupationally exposed to lead in Norway. *Am J Ind Med* 1998; 34:431–437.
2. Figa`-Talamanca I. Reproductive problems among women health care workers: epidemiologic evidence and preventive strategies. *Epidemiol Rev* 2000; 22: 249–259.
3. *Chemical Hazards to Human Reproduction*, Washington, DC, Council on Environmental Quality (U.S. Government), January 1981.
4. Dapson, et al: “Effect of methyl chloroform on cardiovascular development in rats”, in *Teratology*, Vol. 29, No. 2, April 1984, p. 25A.
5. 1979 *Registry of toxic effects of chemical substances*, Volumes 1 and 2, Publication No. 80-111, National Institute for Occupational Safety and Health, Cincinnati, Ohio, U.S. Department of Health & Human Services, 1980.
6. *Guidelines on Pregnancy and Work*, Publication No. 78-118, National Institute for Occupational Safety and Health, Cincinnati, Ohio, U.S. Dept. of Health and Human Services, 1978.
7. “Reproductive hazards in the electronics industry”, in *Factsheet No. 2*, Project on Health and Safety in Electronics, 1979, Santa Clara, California.
8. Plunkett, E.R., et al: *Occupational diseases: A syllabus of signs and symptoms*, Barrett Co., Stamford, Connecticut, 1977.
9. Stellman, J.: “The effects of toxic agents on reproduction”, in *Occupational Health and Safety*, pp. 37-43, U.S.A., April 1979.
10. Baruch, G., Beiner, L., & Barnett, R. 1987, ‘Women and gender in research on work and family stress’, *Am Psychol* 42:130-136.
11. Agarwal, B. et al., 1990, *Engendering Adjustment for the 1990s: Report of a Commonwealth Expert Group on Women and Structural Adjustment*, Commonwealth Secretariat, London.
12. Brett KM, Strogatz DS, Savitz DA. Employment, job strain, and preterm delivery among women in North Carolina. *Am J Public Health* 1997; 87: 199–204.
13. Jacob MC, Quillan J, Greil AL. Psychological distress by type of fertility barrier. *Human Reprod* 2007.
14. Moller A, Fallstrom K. Psychological factors in the etiology of infertility: A longitudinal study. *J Psychosom Obstet Gynecol* 1991.
15. Smeenk JM, Verhaak CM, Eugster A et al. The effect of anxiety and depression on the outcome of in vitro fertilization. *Human Reprod* 2001.

# WORK LIFE BALANCE OF WOMEN PROFESSIONALS – SPECIAL REFERENCE TO WORKING WOMEN IN SRINIVASAN NAGAR OF TIRUCHIRAPPALLI DISTRICT

Nishanthi. Rajathurai\*

\*Research Scholar, Department of Sociology, Bharadithasan University, Tamilnadu  
&

Dr. M. Thavamani\*\*

\*\*Professor and Head, Department of Sociology, Bharadithasan University, Tamilnadu

## ABSTRACT

*In this paper the focus would be on the Work-life balance of women professionals. Work-life balance has gained considerable importance due to the sociological. The present global environment has thrown up new challenges with the advent of technology increase in the complexity of work, change in the values and attitudes of women and men work and family have increasingly become antagonist sphere, equally greedy of energy, time and responsible for work-life conflict (WFC). These conflicts are intensified by the “cultural contradictions of mother hood” as women are increasingly encouraged to seek self-fulfillment in demanding face intensified pressures to sacrifice themselves for their children by providing “intensive parenting” highly involved child rearing and development. Additional problems faced by employed women are these associated with finding adequate, affordable, access to child and elderly care. Some of the factors to address the work life balance issues and hence work place issues. Thus this study attempts to study work life balance of women professionals a special reference to Trichirappalli in Tamilnadu. The present study attempts to examine the work life balance of working women in based on descriptive research design Objectives of the Study: To study the family and work life of the women professionals through personal, family and work domain variables, To identify the factors, those constrain women professionals in performing family and work role, and To examine the role of social support network in maintaining work life to balance of women professionals. Sample: Among them 273 women are working in organized sector in and around Trichy. Since this study is confined only to the women professionals working in organized sector, a sample of 30% of the working women professionals have been taken as sample for his study; Which comes around 82 women professional respondents. This sample has been selected by using convenient sample technique by seeing the availability of the respondents. Structured interview schedule is used for collecting data for the analysis in the present study.*

**Key words:** *Work-Life Balance, Profession, working women, married working women,*

## INTRODUCTION

This paper presents the work life balance of women professionals a special reference to Trichirappalli in Tamilnadu. Work-life balance is a global topic of growing importance and frequent discussion. The reality is that most of us are facing increasing competition for our time and energy. In today's fast-paced world, how can we have a satisfying work experience and a healthy personal life? Work – Life Balance does not mean an equal balance. It means the capacity to schedule the hours of professional and personal life a health and peaceful life. It is not a new concept. It emphasizes the values, attitudes and beliefs of women regarding their age to work in organizing and balancing their work and personal life.

Work/life balance practices can improve the ‘employee experience’ and many previous researches highlights an established link between work life balance and employee satisfaction which in turn relates to productivity of employees. Work-life balance is an integral and important part of Corporate Social Responsibility. Work –Life Balance has become a major issue in the world of work; while success at both work and life is the most sought after goal for all the need for achieving equilibrium is equally significant. One aspect of this study that makes it unique and relevant is it focuses on the specific adaptive behaviors of people facing work family conflict whereas most previous researches have focused on linking work family conflict with attitudinal outcomes.

## A. THEORETICAL PERSPECTIVE OF WORK LIFE BALANCE

Several theories have been propounded to explain the work life linkage. This study takes *Preference theory*. Preference theory is a new theory to explain and predicting women's choices between market work and family work, it is a multidisciplinary perspective and applicable in all rich modern societies. This theory predicts a polarization of work life styles, as a result of the diversity in women's sex-role preferences and three related models of family role.

It argues that in prosperous modern societies 'women's preferences become a central determinant of life choices in particular the choice between an emphasis on actives related to children and family life or an emphasis on employment and competitive activities in the public sphere. This theory explain women choose between three different lifestyles-home-centered, work-centered, adaptive. And women are heterogeneous in their preferences and priorities on the conflict between family and employment. In the new scenario they are therefore heterogeneous also in their employment patterns and work histories.

### Statement of the Problem

Work-life balance has gained considerable important due to the sociological. The present global environment has thrown up new challenges with the advent of technology increase in the complexity of work, change in the values and attitudes of women and men work and family have increasingly become antagonist sphere, equally greedy of energy, time and responsible for work – life conflict (WFC). These conflicts are intensified by the “cultural contradictions of mother hood” as women are increasingly encouraged to seek self-fulfillment in demanding face intensified pressures to sacrifice themselves for their children by providing “intensive parenting” highly involved child rearing and development. Additional problems faced by employed women are these associated with finding adequate, affordable, access to child and elderly care. Some of the factors to address the work life balance issues and hence work place issues. Thus this study attempts to study work

life balance of women professionals a special reference to Trichirappalli.

### Objectives of the Study

1. To study the family and work life of the women professionals through personal, family and work domain variables.
2. To identify the factors, those constrain women professionals in performing family and work role.(Dual roles)
3. To examine the role of social support network in maintaining work life to balance of women professionals.

### Research Design

The present study attempts examine the work life balance of working women in based on descriptive research design. It describes the role played by women in both at family and working place. It also describes the role conflict and social support system in the family set up and in the working set up.

### Universe, sample, Sample

Universe of the study is an area known as Srinivasan Nagar situated in the western side of Tiruchrappalli. It constitute 52<sup>nd</sup> ward of Tiruchrappalli cooperation. The population of the Srinivasan Nagar is 2847 out of which 1412 are women (census-2011). In this area the working women population consists of 319, working both in organized and unorganized sectors. Among them 273 women are working in organized sector in and around Trichy. Since this study is confined only to the women professionals working in organized sector, a sample of 30% of the working women professionals have been taken as sample for his study; Which comes around 82 women professional respondents. This sample has been selected by using convenient sample technique by seeing the availability of the respondents.

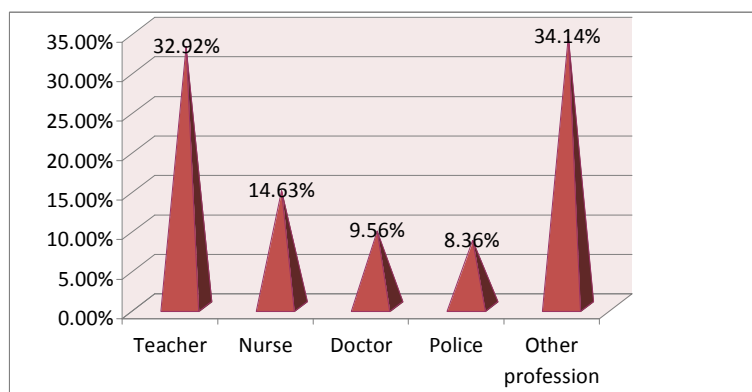
### Tool for Data Collection

Structured interview schedule is used for collecting data for the analysis in the present study. The schedule consists of closed-ended and open –ended questions. The first part of the schedule consists of question on the personal and family details of respondents. The second

part of the schedule consists of question on the work profile. In third part of the schedule consist of question on dual role conflict. Last part of the schedule consists of question on achieving work-life balance.

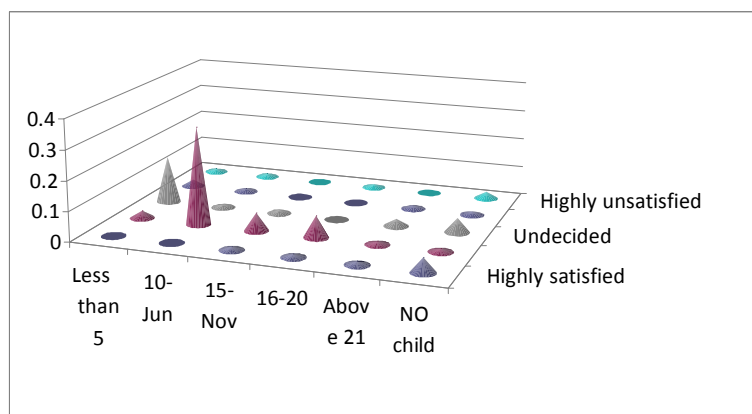
### Data Analysis

Primary data was collected through interview schedule. The filled up schedule was coded and was subsequently edited and computer analyzed. The data was then presented in tabular form, diagramed analyzed and interpreted. The data has been tabulated and presented in percentages.



Source: Primary Data

### Job satisfaction and age of children



### FINDINGS

- All the respondents are married women in 26-above 45 years of aged group, in different educational qualifications.
- Majority of professional women nearly 48% found in 26-35 years aged group.
- Study area is having composition of all the three major religions. But 70% are belongs to Hinduism.
- A maximum of 59% of the respondents are Graduate.
- A majority of 85% of the respondents belong to Nuclear family system.

- 39% of the working women have two children and 39% have between 6-10 years of child.
- A majority of 66% of the spouse of the respondent has different professions.
- A high majority of 81.7% of respondents are working in government sectors.
- A high majority of 95% of professional women works hours is fixed and work between 5-8 hours.
- Majority of 80% of women are working 6 days in a week.
- 51% of women have own vehicle to go to their work place.
- A majority of 73.17% of respondents said caring of children is very difficulties. This clearly explains imbalance of work life.
- 63.4% of the respondents reject their promotion. This is a significant finding stating that women give top priority to their domestic role.
- 70, 73% of working women's statement were family is top priority than work.
- 71% of working women belong in junior level.
- 33.2% of the respondents pointed out feeling difficulties in playing dual role as family and career.
- Majority of professional women felt moderately satisfaction (51%) in their job.
- 35% of the working women done their domestic work themselves.
- Support of spouse higher level to work actives than house related work.
- Role conflict of respondents were work in family based and family in work based almost 65%.

### CONCLUSION

Work life balance refers to how people combine paid work with life's other responsibilities. It is the major issue in the contemporary competitive society. This issue forces due to a multitude of changes in the work place and the family atmosphere. Number of

previous studies has reported the consequence, which result from the lack of work life balance. These studies portray the dual role conflict, stress, role underplaying, work in family conflict and the issues and imbalance faced by the women in different sectors. This study found that majority of the various professional women facing challenges in balancing their life and work. The demands from the family are always on line with their career for all the working women. The role conflict faced by working women needs to be solved by rest of their family members and those who work with them the labour has to be divided in scientific manner depending up on the needs and talents; which could be decided by social scientists based on their studies. The society will then find a solution for the work life imbalance mentioned in those studies. In this study days of work make the women professional to feel imbalance in their dual role. The work life imbalance is exposed in the dual role in caring their children amidst their work.

Even the highly deserving women professionals for a promotion in their work rejects their promotion due to their family work burden; Though they give importance for their family role it gives work-life imbalance among the women. When job satisfaction is analysed among the working women they mostly felt moderately and undecided position which is predicts their imbalance in their work life. Both work in family and family in work related conflicts mutually played their role which is a base for their work-life imbalance. The concept of women professionals especially in India came into effect only a few (two/ three) decades ago and hence the mentality of women professionals could not adapt to the working atmosphere yet. This situation and their dual role in the family set up make them feel more work life imbalance. As there is increase in the educational status of women in the family make them go out for work. Whether it is need or not the family or society adapt to these changes which will in a way give work life balance in the society.

## SUGGESTIONS

- In previous researches the work life balance management is based certain policies to change their work related conditions; which, could have changed their working atmosphere. But, still in the family atmosphere there is no change as there is no system to change the working condition. The stereo type of work for women is ever prevailing and it has to be changed with the help of spouses or in laws.
- Our Socio cultural set up in our society make women to give more priority to family responsibility has to be changes giving equal role for both gender. care which in a way bring work life imbalance; therefore the socio-cultural.
- The role based concept must be clearly defined and has to be strictly followed for all members in the family.
- The private sector working atmosphere must also be conducive as the government sector so that work life balance can be managed.
- In the contemporary society as family is the primary institution the work/job must also be considered as primary because this will only represent their social, cultural and economic status; which is the base for the survival of the family institution. So work/job satisfaction must be given prime importance for the work life balance.

## BIBLIOGRAPHY

1. Abraham, Taisha.2002."Women and the Politics of Violence." New Delhi: Har Anand Publications.
2. Adams, G.A., King, L.A., King, D.W. (1996). "Relationships of job and family involvement, family social support, and work-family conflict with job and life satisfaction." *Journal of Applied Psychology*, 81(4), 411-420.
3. Agrawal, C.M .2000. "Factes of Indian Womenhood." Delhi Indian Publishers.
4. Ahmad, Karuna. 1984. "The Trishankus, Women in the Profession in India". *Sociological Bulletin*.

5. Alam, M.S., Biswas, K. & Hassan, K. (2009). "A test of association between working hour and work family conflict – a glimpse on Dhaka's female white collar professionals." *International Journal of Business and Management*, 4(5), 27-35.
6. Arora, Poonam. 2003. "Professional Women-Family Conflicts and Stress". New Delhi.
7. Aryee, S. & Luk, V. (1996). Balancing two major parts of adult life experience-work and family identity among dual-earner couples. *Human Relations*, (4994), 465-487.
8. Bagger, J., Li, A. & Gutek, B.A. (2008) "How much do your family and does it matter? The joint effects of family identity salience, family- interface with work and gender, *Human Relations*, 61(2), 187-211.
9. Banyard, V.L. & Graham-Bermann, S. A. 1993. "Can Women Cope? A Gender Analysis of theories of Coping with Stress". *Psychology of women quarterly*, 17, 303-318.
10. Baral, R. (2010). "Work family enrichment Benefits of combining work and family .mRetrievedoctobrd 7, 2010.
11. Beauvoire, Simon de. 1949. "The Second Sex." Translated by H.M. Parshley. 1953. New York.
12. Blumberg, R.L. and Dwarki, L. 1980. "India's Educated Women-Options and Constraints." Delhi Hindustan Publishing Corporation.
13. Brockman, Joan. 201. "Gender in the Legal Profession fitting or breaking the Mould". Vancour, British Columbia, The University of british Columbia Press.
14. Carlson, D.S. and Kacmar, K.M. (2000) "Work family conflict in the organization Do life role values make a difference? *Journal of Management* 26(5), 1031-1054.
15. Chanana, Karuna. 1988. "Socialization, Education and Women Explorations in Gender Identity." New Delhi.
16. Chen may yee. 2000. "India's Other Teach Revolution - Women Find New Independence." *Technology journal Asia*, October 30, 2000.
17. Cieri, H.D., Holmanes, B., Abbott, JH. & Pettit (2005). "Achievements and challenges for work life balance strategies in Australian organization. *International Journal of Human Resource Management*, 16(1), 90-103.



# A STUDY ON JOB SATISFACTION OF EMPLOYEES OF MADURACOATS MADURAI

**Dr. R. Dhakshnamurthy\***

*\*Associate Professor, Centre for Social Exclusion and Inclusive Policy, Bharathidasan University, Tiruchirappalli*

&

**A. Stalin\*\***

*\*\*Assistant Professor, PMT College, Usilampatti, Madurai.*

## ABSTRACT

*Job satisfaction is a general attitude towards one's job, the difference between the amount of reward workers receive and the amount they believe they should receive. Employee is a backbone of every organization, without employee no work can be done. So employee's satisfaction is very important. Employees will be more satisfied if they get what they expected, job satisfaction relates to inner feelings of workers. Hence, this study has been carried out to analyze the satisfaction level of mill employees. Chi-Square test and percentage analysis have been used in this study to analyze the job satisfaction of paper mill employees in Madura coats Madurai district. The study shows that only 44% of the employees are satisfied with the working conditions, 31% of them with the welfare facilities, 44% of them with the accident compensation, and 42% of them are satisfied with the rewards provided and 52% of them are satisfied with the grievance handling procedure. The organization may give importance to certain factors such as Canteen, rest room facilities, rewards, recognition and promotion policy so that satisfaction of the employees may be improved further.*

**Key words:** *Job Satisfaction, Mill, Job Security, Rewards, Working Conditions.*

## INTRODUCTION

Job satisfaction is the collection of tasks and responsibilities regularly assigned to one person, while a job is a group of positions, which involves essentially the same duties, responsibility, skill and knowledge". Job satisfaction has some relation with the mental health of the people. It spreads the goodwill of the organization. Job satisfaction reduces absenteeism, labour turnover and accidents. Job satisfaction increases employee's morale, productivity, etc. Job satisfaction creates innovative ideas among the employees. Individuals may become more loyal towards the organization Employees will be more satisfied if they get what they expected, job satisfaction relates to inner feelings of workers. Naturally it is the satisfied worker who shows the maximum effectiveness and efficiency in his work. Most people generalize that workers are concerned more about pay rather than other factors which also affects their level of satisfaction, such as canteen facilities, bonus, working conditions, etc. these conditions are less significant when compared to pay.

## OBJECTIVES OF THE STUDY

1. To analyze the satisfaction level of the employees working conditions.
2. To analyze the satisfaction level of the employees rewards.
3. To analyze the satisfaction level of the employees welfare measures and Job security.
4. To suggest some measures for improving the satisfaction level of the employees.

## RESEARCH METHODOLOGY

For the purpose of this research study, the researcher has used simple random sampling and collected data from 50 employees. The data collected were analysed by working out the percentage.

## LIMITATIONS OF THE STUDY

The study is limited to Madura coats Madurai district only and therefore, the findings of the study cannot be extended to other areas. All the findings and observations made in the study are purely based on the respondents' answers which may be biased. Time and cost is also another constraint.

**RESULT AND DISCUSSION****Table-1 - Distribution of respondent's by their socio-economic profile**

Sl. No.	Particulars	Numbers of Employees	Percentage (%)
<b>I</b>	<b>MARITAL STATUS</b>		
1	Married	42	84
2	Bachelors	8	16
	<b>TOTAL</b>	50	100
<b>II</b>	<b>DESIGNATION</b>		
1	Executives	18	36
2	Staff	7	14
3	Workers	25	50
	<b>TOTAL</b>	50	100
<b>III</b>	<b>DEPARTMENTS</b>		
1	Personnel	8	16
2	Marketing	4	8
3	Finance	6	12
4	Production	20	40
5	Others	12	24
	<b>TOTAL</b>	50	100
<b>IV</b>	<b>TOTAL SERVICE</b>		
1	Below 10	20	40
	11-20	10	20
2	21-30	9	18
3	31-40	9	18
4	Above 41	2	4
	<b>TOTAL</b>	50	100
<b>V</b>	<b>EDUCATIONAL QUALIFICATION</b>		
1	10 <sup>th</sup>	10	20
2	12 <sup>th</sup>	9	18
3	ITI	5	10
4	Diploma	4	8
5	Graduates	10	20
6	Post Graduates	7	14
7	Others	5	10
	<b>TOTAL</b>	50	100
<b>VI</b>	<b>MONTHLY INCOME</b>		
1	Below 10000	10	20
2	10001-15000	20	40
3	15001-20000	10	20
4	Above 20001	10	20
	<b>TOTAL</b>	50	100

From the above table, it is inferred that 84% of the respondents are married, 16% of the respondents are bachelors, 50% of the respondents are workers, 14% of the respondents are staff members, 36% of the respondents are executive, 40% of the respondents are working in

production department, 24% of the respondents are working in others, 16% of the respondents are working in personnel departments, 12% of the respondents are working in finance department, 8% of the respondents are working in marketing department, 18% of the respondents come under 21-30 years of service, 40% of the respondents comes under less than 10 years of service, 20% of the respondents comes under 11-20 years of service, 18% of the respondents 31-40 years of service, 4% of the respondent comes under above 41 years of service, 20% of the respondents are graduate and 10<sup>th</sup> standards, 18% of the respondents are completed 12<sup>th</sup>, 14% of the respondents completed PG, 10<sup>th</sup> of the respondents completed others and ITI, 8% of the respondents completed diploma, 20% of the respondents are earning less than 10,000 rupees, 40% of the respondents are earning between 10,001 and 15,001, 20% of the respondents are earning between 15,001-20,000, 20% of the respondents are earning above 20,001.

**Table-2 - Distribution of respondents by their satisfaction level for work environment**

S. No.	Working Environment	Number of Employees	Percentage
1	Highly satisfied	8	16
2	Satisfied	12	24
3	Neutral options	10	20
4	Disagree	14	28
5	Strongly Disagree	6	12
	<b>TOTAL</b>	<b>50</b>	<b>100</b>

From the above table, it is inferred that 24% of the employees are satisfied with the working conditions, 16% of the employees are highly satisfied with the working conditions, 20% of the employees have no idea, 28 and 12% of the employee is dissatisfied.

**Table-3 - Distribution of respondents by their opinion on grievance handling**

S. No.	Grievance Handling	Number of Employees	Percentage
1	Highly satisfied	22	44
2	Satisfied	8	16
3	Neutral Options	10	20
4	Disagree	4	8
5	Highly Disagree	6	12
	<b>TOTAL</b>	<b>50</b>	<b>100</b>

From the above table, it is inferred that 16% of the employees are satisfied with the grievance handling procedure, 44% of the employees are highly satisfied with the grievance handling procedure, 20% of the employees have neutral opinion, 12% of the employees are highly dissatisfied and 8% of the employee is dissatisfied with the grievance procedure.

**Table-4 - Distribution of respondents by supportive relationship with colleagues**

S. No.	Supportive Colleagues	Number of Employees	Percentage
1	Highly satisfied	20	40
2	Satisfied	12	24
3	Neutral options	8	16
4	Disagree	5	10
5	Highly disagree	5	10
	<b>TOTAL</b>	<b>50</b>	<b>100</b>

From the above table, it is inferred that 24% of the respondents are satisfied with the relationship with the colleagues, 40% of the respondents are highly satisfied with the co-workers relationship, 16% of the respondents are having neutral opinion and 10% of the respondent is dissatisfied with the relationship.

**Table-5 - Distribution of respondents by their opinion on welfare facilities**

S. No.	Welfare Facilities	Number of Employees	Percentage
1	Highly satisfied	10	20
2	Satisfied	10	20
3	Neutral options	14	28
4	Dissatisfied	12	24
5	Highly dissatisfied	4	8
	<b>TOTAL</b>	<b>50</b>	<b>100</b>

From the above table, it is inferred that 20% of the respondents are highly satisfied with the welfare facilities, 28% of the respondents are having neutral opinions, 24% of the respondents are dissatisfied with the welfare facilities and 8% of the respondents are highly dissatisfied with the welfare facilities provided.

**Table-6 - Distribution of respondents by Job Interest**

S. No.	Job Interest	Number of Employees	Percentage
1	Highly satisfied	20	40
2	Satisfied	12	24
3	Neutral options	10	20
4	Disagree	4	8
5	Strongly disagree	4	8
	<b>TOTAL</b>	<b>50</b>	<b>100</b>

From the above table, it is inferred that 40% of the respondents are highly satisfied with the job interest, 24% of the respondents are satisfied with the job interest, 20% of the respondents are having neutral opinions, 8% of the respondents are disagreeing with the job interest and 8% of the respondents are strongly disagreeing with the job interest.

**Table-7 - Distribution of respondents by safety provisions**

S. No.	Safety Provisions	Number of Employees	Percentage
1	Highly satisfied	20	40
2	Satisfied	12	24
3	Neutral options	8	16
4	Disagree	5	10
5	Strongly disagree	5	10
	<b>TOTAL</b>	<b>50</b>	<b>100</b>

From the above table, it is inferred that 40% of the respondents are highly satisfied with the safety provisions, 24% of the respondents are satisfied with the safety provisions. . 16% of the respondents are having neutral opinions, 10% of the respondents are highly disagree with the safety provisions and 10% of the respondents are disagree with the safety Provisions.

## CONCLUSION

The organizations lack the relationship between workers and supervisors, it should be given due consideration. The organizations also lack on certain factors such as working conditions, Canteen, rest room facilities, rewards, and recognition and promotion policy. Employee's welfare measures and Job security should be given utmost importance, so that the employee's turnover may be restricted.

The organizations need to modify the reward system of the employees and promotions must be given based on merit, educational qualification and experience, and if these factors are given little more care, the company can maintain good workers with high level of satisfaction, organizational commitment and involvement. This will in turn lead to effectiveness and efficiency in their work which leads to increased productivity.

**REFERENCES**

1. C.R Kothari (1990), Research Methodology, Second revised–edition, New Age international (P) Limited, Publishers, New Delhi.
2. Levin Richard, David S. Rubin (2002), Statistics for Management, Seventh- edition, Prentice Hall of India Pvt., Ltd., New Delhi.
3. Jerald Greenberg, A. Baron Robert (2003), Behavior in Organizations, Seventh-edition, Prentice Hall of India Pvt., Ltd., New Delhi.
4. P. Robbins Stephan (2003), Organizational Behavior, Ninth-edition, Pearson, Education Ltd.

# THE CHALLENGES FACED BY THE GENDER VARIANT PERSON DUE TO THEIR IDENTITY ON VARIOUS ARENAS OF LIFE

**Mr. Vijaya Kumar SP\***

*\*Assistant Professor, Department of Social Work, Kodaikanal Christian College, Kodaikanal.*

**&**

**Mr. A. Boaz\*\***

*\*\*Assistant Professor, Department of Commerce, Kodaikanal Christian College, Kodaikanal,*

## ABSTRACT

*Gender is one of the universal dimensions on which status differences are based. Unlike sex, which is a biological concept, gender is a social construct specifying the socially and culturally prescribed roles that men and women are to follow. No matter what the makeup of the family, no matter what the cultural background, gender expectation are often strong and unswerving (Burgess, 2009). When the behaviour or gender expression of a person not conforms to the assigned set of roles respective to their sex and gender then it may be seen as gender variance. Such deviations could be viewed as a potential threat to the social structures such as family and culture, and can encounter strong rejection by the wider society. The state of gender variance or nonconforming not only inflicts societal violence but also perpetuates discrimination and marginalization in various aspects of lives of the gender variant person.*

*The lack of basic education is capability failure of young children. Lack of education confines a person to tedious jobs which are less remunerative and thereby curtails the growth of human resources. It not only affects the economic condition but it also affects their social, cultural and psychological well being. So it could be understood that education is an important tool for development, which directly influence the status of person economically, socially and culturally as well as an effective tool to cut cross the marginalization based on sex caste creed and religion. As education is the tool for social change and reformation, the denial of education can inflict not only economic constraints but surpasses social awakening leading to an unending marginalization of a section of society.*

*There is a significant lack of understanding of transgender people whose lives encompass a complexity which goes beyond the normative correlation between biological sex on the one hand and gender identity and sexual orientation on the other. The social construct and prevailing cultural norms of patriarchal society poses great challenge to the gender variant person to achieve recognition from the society. Mainstream society's deep rooted fear of sexual and gender non conformity manifests itself in the refusal of basic rights to these communities. Continuous stigmatization keeps them at the fringes of the society subject to formidable problems of oppression, humiliation, discrimination and violence. They are been structurally isolated from the mainstream society and kept at the bottom of social hierarchy with low status.*

*Being a gender variant creates double disadvantage in accessing their rights in various arenas. Families, schools, peer groups and other institutions are often ignorant or ill equipped with accurate knowledge of transgender, and as a result isolate these young people or ignore them altogether (Burgess, 2009). Discrimination on the basis of sexuality not only limits the choice of profession and the possibility of economic advancement but also impedes access to education of sexual minorities. This leads to drop out of school among the gender variant persons.*

## INTRODUCTION

In recent years, cultural, political and legal resistance to the oppression of transgender people has resulted in greater visibility of the issues facing this population and growing recognition of gender identity and expression discrimination. As these issues gain greater attention, and as obstacles to trans people's participation in education and employment are addressed. Gender variant experience is not

simply an internal psychological process that needs to be navigated by transgender and transsexual people, but it is also a relational and systemic dynamic that intimately involves family, friends, loved ones, and all social relationships. Family members have been viewed as extraneous to the process of evaluation and treatment. Gender variant people are embedded in a complex matrix of familial and societal relations and their unique relationship to their

sex and gender identities impact family members in numerous ways. Parents struggle to understand the issues facing gender variant children and youth, and children often need to address the concerns of parents who are facing gender transitions.

The family is the system with perhaps greater influence on one's development and it is usually seen as a safe shelter free of violence and provides a protective environment. However the situation for a gender variant person in the family is different. Those who violate the existing social norms and gender stereotype roles are usually subject to daily humiliation, punished harshly by the family itself. This creates a sense of disconnectedness between the family and gender variant person. The expression of identity becomes an act of rebellion in the parent eyes, one that must be punished severely. Parents take out their own discomfort with gender nonconformity on their child, resulting in strained relation and further isolation of gender variant youth (Burgess, 2009). Peer rejection and isolation is one of the most dangerous aspects of trans identity. Gender variant person often encounter hostile stares and comments, as well as stigmatizing and insensitive treatment from peers which directly influences the ability to stay in school. Stigmatized by the mainstream society, ostracized by peers and schoolmates, misunderstood by family the gender variant person often experiences sense of isolation, mental anguish, feeling of insecurity and worthlessness. Owing to this the gender variant person is often forced to search a community which will accept them and eventually leads to running away from home. In most cases the severity of discrimination in the family decides the person stay at home, lesser the discrimination higher the chances of stay at home. In many cases due to the intolerance of wider society the family also pushes or forces the gender variant person to leave the home.

The extreme stigmatization surrounding transgression around gender variance makes it difficult for families to accept their children. So mostly they are isolated from their supportive communities, hated by the wider society, separated and harassed in the workplace, in

educational institutions and are trapped in low levels of literacy. Overlapping factors such as class, identity and sexuality maintains the gender variant person in the bottom of the societal chain of command.

### **AIM**

This article is aimed to study the challenges faced by the gender variant person due to their identity on various arenas of life such as social economical areas and educational status.

### **OBJECTIVE**

- To study the influence of social factors on identity crisis.
- To study the influence of economic factors on identity crisis.
- To study the educational status of gender variant persons.

### **RESEARCH METHODOLOGY**

Descriptive research studies are those which are concerned with describing the characteristics of a particular individual or of a group. It is concerned with narration of facts and characteristics concerning individual or group (Kothari, 2004). The aim of the study is to understand the issues faced by the gender variant persons because of their identity expression. In order to pick out the facts related to impact of identity expression on the life of gender variant persons three core areas was selected social, economical and education of the gender variant person which was considered as the influential factor which affects socio economic condition of the gender variant persons. The study is projected to understand, describe and analyse facts leading to marginalisation and discrimination of gender variant person's life in the above mentioned areas. Concerning the purpose of the study, a descriptive designed was adopted to capture, identify, and explore the experiences and resulting needs of gender variant person to lead a better quality life with respect and dignity.

Tamil Nadu has an approximate population of 30,000 transgender people (Express India. Pg. 1, 23 June 2009). The respondents were selected from Chennai city. The

respondents were selected between the age group 15 to 35 yrs. Totally 120 respondents are interviewed for the purpose of the study. The sampling technique used in this study was a Non-probability sampling. The samples of the study are gender variant persons, these people are mostly living in close community circle and are often less accessible to outsiders. Further they migrate frequently, so to arrive at definite universe was not possible. Without definite universe it would be difficult to administer probability sampling. As the study focused on the educational attainment of the gender variant person the samples could not be illiterate and must be in the age group between 15 to 35 years. Considering the purpose of the study and practical difficulties purposive sampling via snowball technique was used to ensure the reach of desired study population to gain appropriate data. Open-ended questions were used to elicit comprehensive responses and provided space for the participants to articulate their experiences.

## RESULT AND DISCUSSION

**Table 1: Age of the Respondents**

Age	Frequency	Per Cent	Cumulative Per Cent
Below 20 yrs	14	11.6	11.6
20-24yrs	35	29.2	40.8
25-29 yrs	34	28.3	69.1
30 yrs and above	37	30.9	100
<b>TOTAL</b>	<b>120</b>	<b>100</b>	

From table 1, it could be stated that the respondents from all age interval groups have represented almost equally i.e 35 respondents (29.2%) are from 20-24 yrs age group, 34 respondents (28.3%) are from 25-29 yrs age group and 37 respondents (30.9%) are from 30 years and above except below 20 yrs age group. only 14 respondents (11.6%) are from below 20 yrs age group.

**Table 2: Native of the Respondents**

Native	Frequency	Per Cent	Cumulative Per Cent
Chennai	51	42.5	42.5
Other District	51	42.5	85
Other State	18	15	100
<b>TOTAL</b>	<b>120</b>	<b>100</b>	

From table 2, it could be seen that the native place of the respondents is equally distributed i.e. 42.5% among Chennai and other district and 15% from other state. So from this we can understand that nearly 50% of the respondents are not living in their home town.

**Table 3: Current Living Place of the Respondents**

	Frequency	Per cent	Cumulative Per cent
Family	44	36.7	36.7
Friends	68	56.6	93.3
Alone	8	6.7	100

As given in the table 3, only 44 respondents (36.7%) are living with family and the remaining respondents are either living with friends or alone. Further highest percentage of the respondents are living with friends i.e. 56.6% and only 6.7% are living alone. Table 2, it could be observed 51 respondents are native of Chennai but in table 3 only 44 respondents have replied that they are living with family. This means that nearly 65% those who are living in Chennai are not living with their family. Thus it could be interpreted though 65% the respondents are living in their hometown but still not staying with their family, this elicits the stigma faced by the respondent in their family as well as the society.

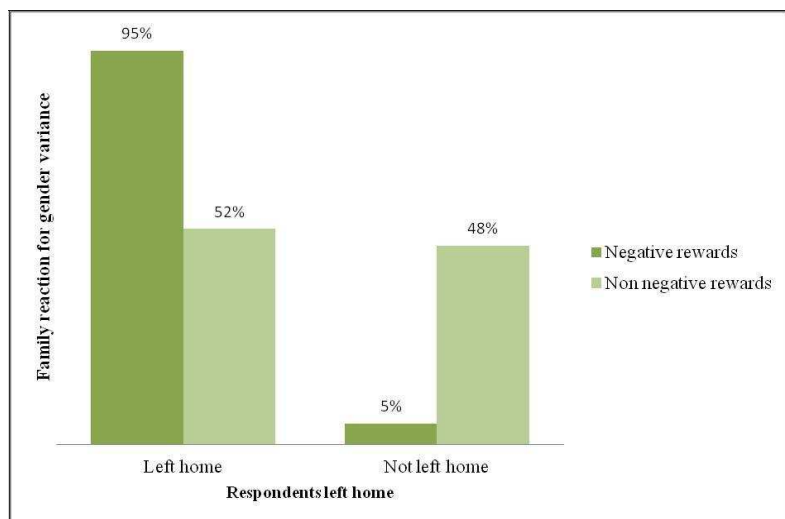
**Table 4: Parental Education Score\* Attainment of Education**

Parental Education Score	Attainment of Education of Respondents					Total
	Primary	Middle	High School	Higher Secondary	Above Higher Secondary	
Low level Education (score 0-4)	10(13.3%)	14(18.7%)	25(33.3%)	14(18.7%)	12(16%)	75
Medium level (Score 5-7)	0	8(22.2%)	15(41.7%)	6(16.7%)	7(19.4%)	36
High level (8 and above)	0	1(33.3%)	0	1(33.3%)	1(33.3%)	3
Not Applicable	0	1(16.6%)	3(50%)	1(16.6)	1(16.6%)	6
<b>Total</b>	<b>10</b>	<b>24</b>	<b>43</b>	<b>22</b>	<b>21</b>	<b>120</b>

From table 4 it could be interpreted, when the parental educational score falls under low education level only 16% of the respondents

were able to attain above higher secondary level and 13.3% of the respondents were dropped out at primary level. When the parental education score falls between medium and high level 41.7% of the respondents were able to attain above higher secondary and none of the respondents were dropped at primary level. From the analysis of parent's education it could be stated that though father and mother independent educational status has played role in the attainment of education among the respondents but when the education of the parents put together has more influence in the attainment of education among the respondents.

**Figure 1: Family Reaction for Gender Variance by Respondents Left Home**



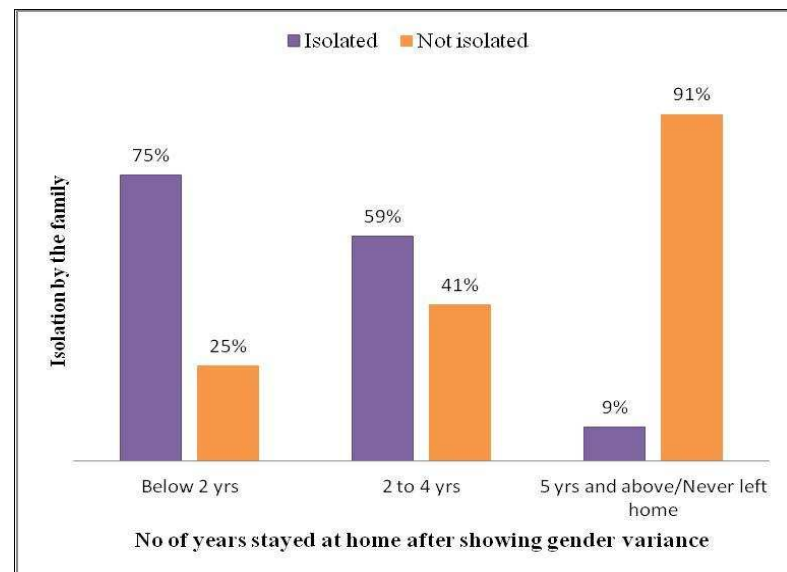
**Table 5: Sum Value of Mobility Restriction of the Respondent by the Family\* Respondents Left Home**

Sum value of mobility Restriction	Left home	Not left home	Total
Low (0-4)	56(70%)	24(30%)	80
Medium (5-8)	28(93.3%)	2(6.7%)	30
High (9 to 12)	10(100%)	0	10
<b>Total</b>	<b>94</b>	<b>26</b>	<b>120</b>

From the above table 5 it could be interpreted when the restriction of mobility is high 100% of the respondents left home and 93.3% have left home and only 6.7% stayed back when the restriction of mobility is medium, whereas 30% of the respondents stayed back at home when the restriction of mobility is low. Though the percentage of respondents left home is consistently high among all the levels of

mobility restriction, the percentage of respondents stayed back at home elicits the influence of non restriction on the chances of remaining at home.

**Figure 2: No. of Years Stayed at Home after Showing Gender Variant Behaviour By Isolation by the Family**



**Table 6: Level of Education of Respondents\* Support of Classmates**

Level of education of respondents	Classmates			Total
	Supportive	Non Supportive	Not applicable	
Primary	86 (71.6%)	34 (28.4%)	0	120
Middle School	42(35%)*	69(57.5%)*	9	120
High School	23 (19.2%)*	72(60%)*	25	120
Higher Secondary	4 (3.3%)*	36(30%)*	80	120

\*Percentages were calculated only considering the supportive and non supportive numbers, leaving out not applicable.

From table 6 it could be interpreted that in the primary school 71.6% of the classmates were supportive and only 28.4% were non supportive. Whereas in the middle school only 35% were supportive and 57.5% were non supportive, likewise we can observe trend of steep declination of support in the high school and higher secondary classes also. In high school only 19.2% of the classmates were supportive and in the higher secondary 3.3% were supportive. In other words higher the level of education lesser the support received from the classmates.



### STATISTICAL TEST ADMINISTERED FOR SOCIAL FACTORS

**Table 7(a): Recoded Education Attainment\*  
Sum Value of Support of Peers**

Education Attainment	Sum value of support of Peers		Total
	Low (1-5)	Medium (6-10)	
Primary to Middle	8 (22%)	26(78%)	34
High School	16(40%)	24(60%)	40
High Secondary and Above	13(28%)	33(72%)	46
<b>Total</b>	<b>37</b>	<b>83</b>	<b>120</b>

**Table 7(b): Chi-Square Test**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.569 <sup>a</sup>	2	0.276
N of Valid Cases	120		

Table 7(a) - In order to see the relationship between the "Education attainment of gender variant person and sum value of support of peers", chi-square test is administered.

Null hypothesis of the test - Education attainment of gender variant person is independent of sum value of support of peers

The  $\chi^2$  (Chi-square) = 2.569 ( $p = 0.276$ ), since the  $\chi^2$  value is not significant ( $p < 0.05$ ) we can reject the null hypothesis that the education attainment of gender variant person is independent of sum value of support of peers. In other words the education attainment of gender variant person is not related with the sum value of support of peers. So, even if they have attained high education they do not tend to support the gender variant person, their biasness and stereotypic notion continue to exist.

**Table 8(a): Restriction of Mobility\* No of Years Stayed At Home**

Restricted Mobility	No of years stayed at home			Total
	Below 2 years	3-4 years	Above 5 yrs / Never left	
Yes	42	19	20	81
No	10	10	19	39
<b>Total</b>	<b>52</b>	<b>29</b>	<b>39</b>	<b>120</b>

**Table 8(b): Chi-Square Tests**

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.901 <sup>a</sup>	2	0.01
N of Valid Cases	120		

Table 8(a) - In order to see the relationship between the "Restricted mobility of gender variant person and Number of years stayed at home", chi-square test is administered.

Null hypothesis of the test - Restricted Mobility of gender variant person is independent of No of years stayed at home.

The  $\chi^2$  (Chi-square) = 8.901 ( $p = 0.01$ ), since the  $\chi^2$  value is significant ( $p < 0.05$ ) we can reject the null hypothesis that the restricted mobility of gender variant person is independent of number of years stayed at home. In other words the restricted mobility of gender variant person is related with the number of years stayed at home. The gender variant person whose mobility was restricted they tend to leave their home early.

### SUGRESSIONS

#### 1. Creation of Awareness

From findings of the study we can understand the strong stigma attached with gender identity. The respondents were humiliated alienated and treated inferiorly by the society, discriminated by the family and ostracized by non gender variant peers. All these circumstances faced by the gender variant person could be manifestation of lack of awareness about gender variance and presence of insensitiveness towards their issues and concerns. This not only affects the social and economic life of gender variant person but also creates long lasting impact in their psychological well being.

The impact of violence on the trans and gender queer self-Enduring any violence, regardless of its type, can be highly detrimental to one's bodily, emotional and mental health. These experiences, especially when coupled with a belief that one's oppression is justified (Mallon, 1999b), often lead to low self-esteem, anxiety, rage, social withdrawal and depression, as well as to self-destructive behaviors like

hitting or slashing one's body, the abuse of prescription or illegal drugs, dropping out of school, unsafe sex and suicide (Devor, 1997; Burgess, 1999; Pazos, 1999; Swann & Herbert, 1999; Human Rights Watch, 2001).

The pain through which many young people go as a result of the supposedly innate connection between sex, gender identity and gender expression has become clear in this work. In response, there is an urgent need for radical revisioning of gender, including the eradication of the binary sex/gender system, a move away from the assumption that there are only two sexes and two genders (Devor, 1997; Wilchins, 2002), and the elimination of all gender hierarchies and other forms of injustice (Califia, 1997).

Attaining such an end will require much political, cultural, economic, legal and religious work on the part of gender radicals and our allies for generations to come. In setting out to accomplish these goals, however, we can begin to make our schools—and our society—safe for *all* youth (Human Rights Watch, 2001; Safe Schools Coalition of Washington, 1995).

## 2. Family

Most families do not accept if their male child starts behaving in ways that are considered feminine or inappropriate to the expected gender role (UNDP, 2010). As a consequence of ignorance about gender variance in the family, the gender variant person may often face moral policing of gender variant behaviour and usually punished harshly in order to enforce socially constructed norms and standards of specific gender. The punishing attitude of the family creates a sense of disconnectedness from family among the gender variant person. Isolation and discrimination in the family could be considered as one of the most significant and dangerous aspect of trans identity. Considering the home as the safer place is a normal phenomena whereas it may be untrue in the case of gender variant person. Through continuous punishment isolation and discrimination many families are pushing the gender variant person to leave the home. Even after they left the initiatives taken by the family to bring them back is fragile and tenuous.

Parents may provide several reasons for doing so, bringing disgrace and shame to the family; chances of wrong perception about other children in the family especially in matrimony of the siblings.

From the findings of the study we can see that those who are discriminated and isolated from family has higher tendency to leave home early. Leaving home early is associated with diminished educational opportunity and underemployment, often ends up in commercial sex work and begging. So they are been pushed to high risk of health issue in a very young age. So it is essential to bring positive attitude and sensitiveness in the family towards gender variant person to avoid discrimination and marginalisation in the family. Feeling of acceptance in the family shall directly influence the number of years staying at home better education and employment opportunity and also self esteem of the person.

## 3. Society

Society plays key role in bringing any cultural transformation. When there is acceptance of gender variance in the wider society obviously it will be reflected in the acceptance of family, employment opportunity as well recognition in other social institutions. When the society is hostile then it manifests itself in marginalization and discrimination of the people. Marginalization referred to as “perhaps the most dangerous form of oppression” — is the exclusion of particular people from full citizenship, their expulsion from useful participation in social life, and their disrespectful and demeaning treatment by societal institutions and services (Young, 2000). Anything which is not socially accepted or not sanctioned then it is considered as inappropriate and away from norms and standards. Further only sensitizing the family of the gender variant person may not yield effective result in the inclusion process of gender variant person. Because after sensitization they have to claim their rightful place only from the mainstream society, if the wider society shows ignorant or apathy towards gender variance then whatsoever the sensitization and awareness given to the gender variant person and the family will turn to be futile. So in order

to bring positive attitude towards gender variance behaviour it is inevitable to create awareness among the mainstream society.

#### 4. School Counsellor

Presence of school counsellor may provide proper information to gender variant children as they are mostly facing role confusion and ambiguity about their gender identity. Further due to non clarity many a times the gender variant person justifies the abuse faced by them which is the worst form of oppression which becomes great barrier to the self development and self esteem of the gender variant children. As we have already mentioned next to family school have the second most significant impact on one's development. So school can play key role in ability to stay in school of gender variant person. After identifying gender variant behaviour the parents could be given proper information about gender variance and thereby could decrease the discrimination and punishing attitude of the family.

#### 5. Legal Protection

Till now gender variance is considered as unnatural and yet to receive legal recognition by law in India. So this keeps them always to be present in clandestine nature. Legal issues can be complex for people who change sex, as well as for those who are gender-variant. Legal issues include: legal recognition of their gender identity, same-sex marriage, child adoption, inheritance, wills and trusts, immigration status, employment discrimination, and access to public and private health benefits. Especially, getting legal recognition of gender identity as a woman or transgender woman is a complicated process. Lack of legal recognition has important consequences in getting government ration (food-price subsidy) shop card, passport, and bank account. Transgender people now have the option to vote as a woman or 'other'. However, the legal validity of the voter's identity card in relation to confirming one's gender identity is not clear. So achieving legal recognition could be milestone for creating societal acceptance.

#### CONCLUSION

Through this study we have analysed the stigma and discrimination attached with the gender identity and gender expression, and from the findings it become very clear that the identity crisis has reflected in social economic and psychological well being of the person. The study explicates various circumstances under which the gender variant person has been marginalized and oppressed by the dominant gender group and also the ways in which the marginalization has been structured by the prevailing social construct and norms. We can observe from the findings of the study that though there is high abusive situation the gender variant person was not complaining and the deplorable fact is blaming themselves and their behaviour for the abuse. This clarifies how the marginalization has been socially sanctioned by the wider society.

Ostracization and isolation from their close knit community is the first major factor affects the gender variant person self development, since they always find it difficult to feel the sense of belongingness and support from family and often ends up in running away from home at early age which directly affects the educational attainment and forces them to engage in work from very early age.

Economic suppression is the next reflection of identity crisis. From the findings of the study we can observe identity plays an influential role in obtaining employment opportunity. Irrespective of the educational qualification the gender variant person were able to find employment in male identity whereas after expressing their trans behaviour even the educated are not able to find appropriate meaningful employment with right compensation. Another important factor is, if the gender variant person is with their own biological family they can adjust and live with whatever amount been able to earn from their employment. Unfortunately most of the gender variant person are discriminated by their family, due to non supportive families the gender variant person tend to attach themselves with community which accepts them. The transgender community has its own sets of rule and condition, to be part of the group they have

to fulfil and oblige those conditions which increases the need of money for gender variant person. So as a matter of survival the gender variant person are often forced to commercial sex work and begging to meet out their needs.

Though there is little improvement in the matter of obtaining identity documents but widely there is no policy to protect them in matters of identity, harassment and violence, employment, and sexual expression. Further they are been criminalised for their gender expression which makes their presence as clandestine nature.

The gender variant person are socially ostracised economically suppressed psychologically shattered and legally criminalised by the current social structure and policy. So there is an urgent need for shifting of assumption on gender and identity from binary sex and elimination of all forms of oppression and marginalization against gender variant person. To attain such an end requires legal and cultural transformation. Because legal recognition can make way to come forward for gender expression and ascertaining the rights of the gender variant without which they will not even be able to make them as visible group. Further with cultural transformation only they can break the existing barriers of social construct and structures which may help in ascertaining societal acceptance. Proper policy for inclusive education and employment can help in higher attainment of education, healthy competition and equal opportunity to all and abusive free school and work environment. So only by accomplishing political legal social and cultural transformation we can make an equitable society for all.

## REFERENCES

1. Danielou, A. (1994). *The Complete Kama Sutra*. The first unabridged modern translation of the classic Indian text by Vatsyayana. Thomson Press (India) Ltd: Mumbai.
2. Besser, M., Carr, S., Cohen-Kettenis, P.T., Connolly, P., De Sutter, P., Diamond, M., Di Ceglie, D., Higashi, Y., Jones, L., Kruijver, F.P.M., Martin, J., Playdon, Z-J., Ralph, D., Reed, T., Reid, R., Reiner, W.G., Swaab, D., Terry, T., Wilson, P., Wylie, K. (2006) 'Atypical Gender Development: A Review', in *International Journal of Transgenderism* 9(1): 29-44.
3. Boyd, G. (2011) *Left Out of the Equation: A Report on the Experiences of Lesbian, Gay and Bisexual Young People at School*. Belfast: The Rainbow Project.
4. Brown, K. and Lim, J. (2008) *Count me in Too: LGBT Lives in Brighton and Hove, Trans People Additional Findings Report*. Brighton and Hove: Spectrum; University of Brighton.
5. Saravanamurthy, P.S., Rajendran, P., Miranda, P.M., Ashok, G., Raghavan, S.S., Arnsten, J.H., et al. (2010). A cross-sectional study of sexual practices, sexually transmitted infections and human immunodeficiency virus among male-to-female transgender people. *American Medical Journal*, 1, 87-
6. Shinde S, Setia MS, Row-Kavi A, et al. (2009). Male sex workers: are we ignoring a risk group in Mumbai, India? *Indian J Dermatol Venereol Leprol*;75(1):41-46
7. Setia, M.S., Lindan, C., Jerajani, H.R., Kumta, S., Ekstrand, M., Mathur, M., Gogate, A., Kavi, A.R., Anand, V. & Klausner, J.D. (2006). Men who have sex with men and transgenders in Mumbai, India: An emerging risk group for STIs and HIV. *Indian Journal of Dermatology, Venereology & Leprology*, 72(6), 425-431.
8. Brahmam, G.N.V., Kodavalla, V., Rajkamur, H., et al. (2008). Sexual practices, HIV and sexually transmitted infections among self-identified men who have sex with men in four high HIV prevalence states of India. *AIDS*, 22(5), S45 - S57.
9. Saravanamurthy, P., P. Rajendran, L. Ramakrishnan, G. Ashok, P.M. Miranda, S.S. Raghavan, V.S. Dorairaj, S. Sahu. STI and HIV prevalence in male-to-female transgender communities in Chennai, Southern India. *International AIDS Conference, Mexico, 2008*.
10. Chakrapani, V, Mehta, S, Buggineni, P, Barr, F. (2008) *Sexual and Reproductive Health of Males-at-risk in India: Service Needs, Gaps, and Barriers*. Report presented to the National AIDS Control Organization, India. <http://www.aidsallianceindia.net/Main/ViewPublication.aspx?id=948>.

11. Chakrapani, V, Newman, PA, Mhaprolkar, H, Kavi, AR. (2007). Sexual and Social Networks of MSM and Hijras in India: A qualitative study. The Humsafar Trust, Mumbai. Report presented to the National AIDS Control Organization, India.
12. Chakrapani, V, Babu, P, Ebenezer, T. (2004). Hijras in sex work face discrimination in the Indian health-care system. *Research for Sex Work*. p. 12-14.
13. Chakrapani, V, Newman, PA, Mhaprolkar, H, Kavi, AR. (2007). Sexual and Social Networks of MSM and Hijras in India: A qualitative study. The Humsafar Trust, Mumbai. [http://www.indianglbthealth.info/Authors/Downloads/Report\\_SxlNetworks\\_MSM\\_Hijras\\_Apr\\_07.pdf](http://www.indianglbthealth.info/Authors/Downloads/Report_SxlNetworks_MSM_Hijras_Apr_07.pdf).
14. Chakrapani, V. (Forthcoming). Sex Change Operation and Feminizing Procedures for Transgender women in India: Current Scenario and Way Forward. In Arvind Narrain and Vinay Chandran (Eds.). *Medicalisation of Sexual Orientation and Gender Identity: A Human Rights Resource Book*. New Delhi: Yoda Press. <Http://www.yodapress.com/Forthcoming.html#f318>
15. Chakrapani, V, Babu, P, Ebenezer, T. (2004). Hijras in sex work face discrimination in the Indian health-care system. *Research for Sex Work*. p. 12-14.
16. Beall J, Piron L-H. DFID social exclusion review. London: Overseas Development Institute, 2005: 32-
17. United Nations. Theoretical concepts of social exclusion. Chapter 1. In: *Literature review on social exclusion in the ESCWA region*. New York, NY: United Nations, 2007: 2-7.

# WOMEN'S HUMAN RIGHTS AND DOMESTIC ABUSES

**Dr. G. Aghalya, M.A., M.Ed, M.Phil, Ph.D.**

*Head & Asst. Professor, Department of History, Bon Secours College for Women, Thanjavur.*

## ABSTRACT

*The constitution of India has granted equal rights to the men and women. Human rights are those minimum rights which are compulsorily obtained by every individual may be the member of human family. Violence is a devastating crime, a form of violence against women and an infringement of women's fundamental human rights. Domestic abuses against women is a key area of Rights of Women's work, both in terms of service provision and policy work. Domestic abuses is a violation of women's human rights and governments have an obligation to take reasonable and effective measures to prevent, investigate, punish and redress Domestic abuses. The Human Rights Law Centre has produced a series of fact sheets that outline human rights obligations relevant to Domestic abuses. The women in India very often have to face discrimination, injustice and dishonour. Though women in India have been given more rights as compared to men, even then the condition of women in India is miserable. The paper will throw light on the human rights of women in India and their domestic abuses.*

## INTRODUCTION

Human rights are rights that inherent to the Human being. Human rights include the right to equality, security, freedom, speech, expression, education etc. Each and every women in the society have their own rights to be safe and security to free from violence. Domestic abuses are both physical and psychological devastating form of torture. Domestic abuses not only affect the women and the children but also the entire society of the World. Domestic abuses directed against the women by their intimate life partners or their boyfriends. Now a days it all happen from the public itself. It should devastating physical, psychological, financial and social affect on entire women, children, the family, and the society. Discrimination based on sex is prohibited under almost every human rights treaty including the International Covenant on Civil and Political Rights and the International Covenant on Economic, Social and Cultural Rights, which under their common article 3 provide for the rights to equality between men and women in the enjoyment of all rights.

The definition used by the Government and the Association of Chief Police Officers is:

“Any incident of threatening behaviour, violence or abuse (psychological, physical, sexual, financial or emotional) between adults who are or have been intimate partners or family members, regardless of gender or sexuality.”

## WOMEN HUMAN RIGHTS IN INDIA

- Right to equality in all aspect of life.
- Right to education and politics
- Right to live with dignity and to livelihood
- Right to equal access in land, property, and housing and liberty
- Right to equal opportunity for employment to get equal wages for equal work
- Right to protection from gender discrimination
- Right to social protection in their life in the society
- Right to privacy in terms of personal life, family, residence, correspondence etc. and
- Right to protection from society, state and family system.

## WOMEN'S RIGHTS AND HUMAN RIGHTS

Many of the crimes against women are in India's heavily populated northern plains, where, in parts, there is a deep-rooted mindset that women are inferior and must be restricted to being homemakers and child bearers. The Indian women exploitation is not the present phenomenon. Rather she is being exploited from the early times. The women in Indian society never stood for a fair status All Forms of Discrimination against Women (CEDAW) was drafted and adopted by a majority of member

states of the UN. The CEDAW identifies measures to be taken to redress discrimination against women. Feminist critiques of the human rights discourse have argued that by neglecting to acknowledge human rights abuses occurring in the private sphere, such as domestic violence, rape and sexual abuse, the Convention only reinforced existing patriarchal structures and perpetuated a public/private dichotomy that further oppressed women, on an international level. The "World Human Rights Conference in Vienna" first recognized gender - based violence as a human rights violation in 1993. The same was declared by United Nations Declaration in 1993.

### LEADING CITIES IN CRIMES AGAINST WOMEN IN INDIA

- Delhi stands first place in the crimes against the women about 16%.
- Hyderabad stands second place in the crimes against the women about 8.1%.
- Bangalore stands third place in the crimes against the women about 6.5%.
- Ahmadabad stands fourth place in the crimes against the women about 6.4%.
- Mumbai stands fifth place in the crimes against the women about 5.8 %.

### HUMAN RIGHTS AND DOMESTIC ABUSES

The home, which is supposed to be the most secure place, is where women are most exposed to violence. It has been repeatedly said these days that women in India are enjoying the rights equal to men. But in reality, the women in India have been the sufferers from past. Not only in earlier times but even now days also, women have to face discrimination, injustice and dishonour. If a girl child opens her eyes in any way, she is killed after her birth by different cruel methods in some parts of the country. Thus the very important right to life is denied to women. In India, men are always assumed to be superior to women and are given more preference. Discrimination against the girl child starts the moment she enters into the society. The child is exposed to gender differences since birth and in recent times even before birth, in the form of sex – determination tests leading to feticide and female infanticide.

Technological changes in the field of agriculture and industry are throwing out women from the production process. The women workers are concentrated only for certain jobs which require so – called female skills. The employment of the women in the field of agriculture, traditional industries and in sizeable section of new industries is declining at a very fast rate. The reason is that the adoption of new technological changes requires new skill, knowledge and training. The women in India, who lacks in world's illiterate such skills and knowledge. Thus, Indian women workers in large scale industries and technology based businesses is very limited. Statistics show that only 15% of the senior management posts are held by the women. In most of women where comprise of the majority of agricultural laborers. The average wage of women is 30–50% less than that of men.

The girl in India is taken as a burden on the family. Discrimination against the girl begins even before their birth and continues as they grow. Sometimes the marriages are settled even before the birth of the child. The impact of child marriage is widowhood, inadequate socialization, education deprivation, lack of independence to select the life partner, lack of economic independence, low health/nutritional levels as a result of early/frequent pregnancies in an unprepared psychological state of young bride. According to the law, a girl cannot be married until she has reached the age of 18 at least. However, the Indian boys have to suffer less due to male dominated society. The demand of dowry by the husband and his family and then killing of the bride because of not bringing enough dowry has become a very common crime these days. The demands of dowry incidents are increasing day by day.

Rights of Women believe that the Government need to provide gender sensitive training to the police with regard to domestic violence, in particular, to so called honour based violence, forced marriage, dowry deaths and female genital mutilation, in order to dispel negative and discriminatory attitudes towards this type of violence. Under Article 5 of CEDAW, the UK Government is required to eliminate prejudices and practices against

women. United Nations Secretariat organized World Conferences on Women in Mexico, Copenhagen and Nairobi to discuss about the issues concerning the status of women from 1975 to 1985. In 1992, the UN Committee on the Elimination of Discrimination against Women took the most critical step towards having violence against women. After a series of meetings, conferences and recommendations the UN General Assembly made a Declaration on the Elimination of Violence against Women in 1993. In 1994 a Special Reporter was appointed by the Commission on Human Rights to seek and receive information on violence against women. The 1995 World Conference for Women held in Beijing represented yet another milestone for the women's human rights movement. The Human Rights Law Centre has produced a series of fact sheets that outline human rights obligations relevant to domestic violence.

#### **PRODUCTIVE MEASURES TO PREVENTING DOMESTIC ABUSES**

- To provide protection to the wife or female live-in partner from domestic violence at the hands of the husband or male live-in partner or his relatives, the law also extends its protection to women living in a household such as sisters, widows or mothers.
- To increase your understanding of the theories of violence, the prevalence of the problem in various parts of the world, causes and contributing factors, and the effects and consequences.
- To give sample training materials and guidelines for advocating for an end to domestic violence, adaptable to your country-specific circumstances, and explore methods for promoting awareness, lobbying, and protecting victims.
- To find information on states' international legal obligations under both the United Nations and the European human rights systems as well as model legislation and tips to guide drafting and reform efforts for domestic abuses.
- To explore links to select web-based materials on domestic violence topics

including law and policy documents from around the world, reports, articles, books, etc.

- To protect women against this threat the Indian government had enacted the Dowry Prohibition Act and the Protection of Women from Domestic Violence Act and cruelty under Sec 498A of the Indian Penal Code.
- The Protection of Women from Domestic Violence Act 2005 is an Act of the Parliament of India enacted to protect women from domestic violence.
- Domestic violence under the act includes actual abuse or the threat of abuse whether physical, sexual, verbal, emotional or economic.<sup>[2]</sup> Harassment by way of unlawful dowry demands to the woman or her relatives would also be covered under this definition.

#### **CONCLUSION**

The challenges Indian women face include an often misogynistic society outdated and sometimes repressive governance structures, an inefficient legal justice system, a weak rule of law and social and political structures that are heavily male-centric. Domestic and family violence is one of the most prevalent, pervasive and serious human rights violations in India. Domestic abuses is a violation of women's human rights and governments have an obligation to take reasonable and effective measures to prevent, investigate, punish and redress domestic abuses. The international human rights system has adopted both general human rights standards and specific human rights norms to eliminate discrimination against women and to guarantee their substantive rights. International human rights law requires that governments take effective measures to prevent and respond to prevent, investigate, punish and remedy domestic abuses. Human rights laws also impose specific obligations around how particular authorities – for example, police, prosecutors, legislators and housing authorities – respond to individual cases of domestic abuses and family violence.



## REFERENCES

1. Domestic Violence Act 2005.
2. Martin, Sandra; Amy Tsui; Kuhu Maitra; Ruth Marinshaw (1999). "Domestic Violence in Northern India". *American Journal of Epidemiology*: 150.
3. Pandey, Geeta (30 May 2003). "Domestic abuse hits India's elite". *BBC* (Delhi, India). Retrieved 31 May 2012.
4. Chowdhury, Renuka (26 October 2006). "India tackles domestic violence". *BBC*.
5. Williams, Matthias (8 June 2009). "Domestic abuse plagues India's upper crust". New Delhi, India: Reuters. Retrieved 31 May 2012.
6. Ganguly, Sumit. "India's Shame". *The Diplomat*. Retrieved 27 April 2012.

# EFFECT OF FIRM'S CORPORATE SOCIAL RESPONSIBILITY ACTIVITIES ON ITS OWN PERFORMANCE: A SELECTIVE STUDY

**Dr. Akondi Srikanth, B.Tech., MMS., Ph.D.,**  
Director, Dr. Akondi Viswa Jyothi Research Academy,  
Door No.20-06-12, Anjaiab Road, Ongole, Prakasam District, Andhra Pradesh.

## ABSTRACT

*In India, the corporate social responsibility is no longer a new term. This term has been implementing by so many ancient philosophers like Kautilya and others from the Pre-Christian era. They all stated that serving the people for a cause may help the organizations in establishing their brand, which in turn helps it in improving their employee morale, and it too paves a path for grabbing the latest opportunities. The present study is an attempt in analyzing the relationship between the companies' expenditure in CSR and its consequence on its fore-coming Net Sales as well as on its Net Profit. In addition, it examines whether in a long run a change in firm's CSR Expenditure effects its own Net Sales and Net Profit or not. A sample of seven industries including 31 companies is selected at random from a population of 32 industries including 100 companies. The collected secondary data are analyzed by using Correlation and Regression tools for establishing relationships and to find out the impact of one variable on the other. The final result exhibits that there is no statistically significant correlation between the raise in firm's CSR Expenditure on its fore-coming Net Sales or Net Profit. One more consequence establishes that more the firm's expenditure more will be the firm's Net Sales and Net Profit in the fore-coming years. As the present study is restricted to only 32 industries, the future analysis can be extended to other leftover industries for better understanding the effect or affect. Even the study can be extended to know the affect of firm's CSR activities on their tangible and intangible benefits.*

**Keywords:** Corporate Social Responsibility; Net Profit; Net Sales; Correlation; Regression

## I. Introduction

In India, there are 13,94,819 companies registered as on 31<sup>st</sup> March 2014, of which 9,52,433 companies are active. The remaining, 2,70,915 companies are closed, 1,42,313 companies are dormant, 23,696 companies are struck off, 5,090 companies are under liquidation and the rest 312 companies may be reactivated (Government of India, 2014). Here the point of discussion is that all these active companies are involved in Corporate Social Responsibility (CSR) activities or not. Recently, the government of India has mandated the spending on CSR for the companies whose turnover is more or equal to INR 1000 crores or the companies with more or equal to a Net Worth of INR 500 crores or the companies gaining more or equal to a Net profit of INR 5 crores should pay 2% of their average net profit of immediately preceding three years (KPMG, 2014), failing which they are severally penalized by asking them to pay INR 50,000 to INR 50,00,000. Even the board of directors can be penalized by imprisoning them for about five years along with INR 25,000 as fine. As on 25<sup>th</sup>

February 2014, nearly 16000 companies are falling under the regime of CSR policy set by the Indian government as enunciated by the Indian Institute of Corporate Affairs, which are responsible for understanding the spending on CSR activities. The then Telecom minister, Shri. Kapil Sibal expressed that these companies are expected to pump an amount of INR 28,000 in to the CSR activities within the 1<sup>st</sup> April 2015 (NDTV, 2014).

Earlier an attempt was done by Ernst & Young for understanding the spending scenario of these companies by investigating the top 50 companies under Standard & Poor (S&P) Top 100 Index. The results express that only 36% of the surveyed companies have shown their expenditure or funds allotted towards the CSR activities in their special reports. It is identified that about 33 companies out of 50 (i.e., 66%) under survey have produced CSR reports under different names including Sustainability Reports (i.e., by 19 companies), Business Responsibility Reports (i.e., 5 companies), CSR Activity reports, CSR Brochure and Report of Inclusive growth

(by 9 companies). One most important finding is that maximum companies are engaged in CSR activities such as Education (i.e., 100%), Infrastructure Support (i.e., 88%), Skill Development (i.e., 88%), Green Initiatives (i.e., 76%) and in conducting Health camps (i.e., 74%) (Ernst & Young, 2013). So many companies are focusing on their investment towards CSR activities, but not on the returns out of it. Here, there is a scope for conducting an analysis on the companies' expenditure on CSR activities and its impact on their performance. By doing so, it is easy to make the companies understand the benefits they accrue by investing and disclosing their investment in CSR activities. Let us throw light on the review of literature that may help in formulating the objectives of the present study.

## II. Literature Review

### 2.1. Definitions of Corporate Social Responsibility (CSR)

In a report produced by Pricewaterhouse Coopers (PwC) in association with Confederation of Indian Industry (CII), CSR is clearly and simply defined by World Business Council for Sustainable Development (WBCSD) and European Commission (PwC, 2013) respectively as follows, Broadly, Corporate Social Responsibility is *"the continuing commitment by business to contribute to economic development while improving the quality of life of the workforce and their families as well as of the community and society at large"*.

-World Business Council for Sustainable Development (WBCSD)

In Short, Corporate Social Responsibility is *"the responsibility of Enterprises for their impacts on Society"*.

- European Commission (EC)

In 2005, Philip Kotler and Nancy Lee said that the CSR is all about (Stephen, 2007); (Philip & Nancy, 2005)

*"Doing the most good for your company and your cause"*

Therefore the CSR is the responsibility of any organization towards its business (i.e., Corporate) and its society (i.e., Social), which is supporting for conducting its business successfully.

### 2.2. Evolution of CSR in India

Word CSR is no longer a new word for today's world especially for India. It is regarded

as a philanthropic activity carried out by the rich for the support of their poor and disadvantaged. The concept of CSR has been sermonized and promoted by philosophers like Kautilya and others related to the Pre-Christian era under ethical practices of business. Even the religions encourage this concept by incorporating them in its laws stating "Dhramada" in Hinduism, "Daashaant" in Sikhism, "Zakaat" in Islamism as an activity of donating something out of their own earnings to the poor and needy (KPMG, 2008).

As the days roll on, in 1970's CSR term came in to existence and become popular by 1990's. In one of the surveys conducted by Tata Energy Research Institute (TERI), the journey of CSR concept has followed four thinking approaches including trusteeship (i.e., Ethical, 1930-50s), state ownership (i.e., Statist, 1950-70s), meeting the social ends by paying taxes and giving money for charities (i.e., liberal, 1970-90s) and by supporting all the stakeholders (i.e., Stakeholder, 1990s-Present). From 1990s, the companies started placing a large eye on framing CSR policies. In relation, a study conducted by KPMG (2008) has exhibited that there were less than half of the Fortune 500 companies those focused on CSR activities in 1977 and became 90% by 1990 in exhibiting their CSR reports. This global change has initiated its effect on Indian companies too. Let us look in to some published work by researchers on CSR to understand its effect on the business progression.

### 2.3. Importance and Initiation of CSR Activities

Two major issues are considered as a part of this literature review. One is based on the benefits accrued by companies by incorporating CSR initiatives in their organizations. The other is to identify the benefited or proactively participating industries in initiating the CSR activities.

#### 2.3.1. Importance of CSR Activities

There are several benefits identified by the studies including promising long term gains, new business opportunities (Kash, Chase & Sohel, 2012), increases brand reputation that leads to Good Will, attracts efficient employees (Srivastava, Nagi, Mishra, & Pandey, 2012) and

motivates them for retention, opens gate for new market opportunities, converts communities as suppliers i.e., by encouraging them to join them in their supply chain (PwC, 2013), effects positively on companies productivity (Becchetti, Giacomo, & Pinnacchio, 2005) and it also enhances sales and profits in the long run (Laura & Sergio, 2009); (Leena, 2013) for any organization which is in line with the society with a perfect CSR strategy.

Even one study has clearly stated that the CSR activities enhance firms' value for those with a high reputation with the public and vice-versa. The study ultimately says that the firms' should align their advertising activities along with their CSR activities (Servaes & Tamayo, 2013).

### 2.3.2. Initiation of CSR Activities

When the turn comes in analyzing the initiatives taken by companies towards implementing CSR activities, several surveys took place. One prominent survey report was produced by a Non-Government Organization (NGO) named Social Research & Reform Foundation (SRRF) in August 2013.

Under this, it had analyzed CSR activities of Top 100 companies covering 32 industries. Majority of these companies performed CSR activities related to Education (i.e., 86 out of 100) followed by Health (i.e., 78), Livelihood and Financial Inclusion (i.e., 53), and moderately performed under Environmental (i.e., 47), Skill Enhancement (i.e., 44) and Women Empowerment (i.e., 29) activities. The activities including disaster relief (i.e., only 16) and the sports (only 7) are the least preferred CSR activities by the surveyed companies. Apart from the above observations, only six companies out of 100 comply with the new rules set by the New Company Act, 2013 with an amendment under clause 135. It is great to know that 75 companies out of 100 disclosed their expenditure on CSR activities (Social Research & Reforms Foundation, 2013). Out of these 75 companies, Banking firms stood first with 20 companies in its account followed by Steel with 8 companies, Refineries with 7 companies, Power Generation & Distribution with 5 companies, and Telecom

and IT software with 4 companies each in the race of 35 Industries.

Even from the other studies, it is identified that the banking is the fast moving industry towards implementing CSR activities in India (Singh, Srivastava, & Rastogi, 2013) wherein the public sector banks are in the leading position (Sharma & Mani, 2013). But one of the recent surveys has also established the fact that even private banks are taking the lead including ICICI Bank and HDFC Bank (Sharma S. , 2014) as majorly. Even the Sakshi Sharma (2014) stated that the Education, Rural Upliftment and Women Empowerment and children care (Moharana, 2013) are the most important CSR activities performing by the banks.

Another major survey was performed on 84 companies by Partners in Charge organization which is pioneering its functions in understanding the CSR practices in India. They have included 29 industries in their survey of which Banking lead the race with 12 companies followed by Pharmaceuticals with 7 companies, Automobile and FMCG with 5 companies each and only by 4 companies in the Steel Industry (Partners In Charge, 2013). It was also pointed out that so many banks are participating in CSR activities but are not disclosing their expenditure on them (Choudary & Tandon, 2013). In the same lines, one more analysis of 500 companies was conducted where nearly 229 companies have not reported their CSR activities (Gautam & Singh, 2010). This may be due to the statement exhibited in the clause 135 that spending on CSR activities is not mandatory than its disclosure (Sharma S. K., 2013). It is also expressed that companies should consider Triple Bottom Line approach (i.e., considering People, Planet and Profit) for successfully implementation of their CSR practices in not only banking sector but in all others too (Dhingra & Mittal, 2014).

Overall the review of literature exhibits that the maximum companies (i.e., majorly banks) have started adopting CSR practices but not in full length so that they can disclose their expenditure reports. Besides several intangible benefits, there is a left over area of analyzing the tangible benefits obtained by CSR

activities to a firm. One observation was that whether the contribution towards CSR will increase the companies' profitability or not (Wankhande, 2014) is a question of analysis left by the several studies, which is considered as the major objective of the present study.

### III. Objectives of the study

The objectives of the present study are

1. To analyze the effect of raise in CSR expenditure on the firm's own performance (i.e., in Net Sales and Net profit)

#### Sub-Objectives

- 1.1 To examine the relationship between the raise in CSR expenditures and the firm's own fore-coming Net sales.
- 1.2 To examine the relationship between the raise in CSR expenditures and the firm's own fore-coming Net Profit.
2. To examine the relationship between firms' CSR expenditure, Net sales & their Net profit.

#### Sub-Objectives

- 2.1 To analyze the impact of firms' CSR expenditure on their fore-coming Net Sales.
- 2.2 To analyze the impact of firms' CSR expenditure on their fore-coming Net Profit.

### IV. Hypotheses of the Study

The hypotheses are framed for the two major objectives considering their sub-objectives as follows;

#### Hypotheses for Objective 1:

- H<sub>10</sub>:** There is no statistically significant relationship between changes in CSR expenditures on the firm's own fore-coming Net sales.
- H<sub>1a</sub>:** There is a statistically significant relationship between changes in CSR expenditures on the firm's own fore-coming Net sales.
- H<sub>20</sub>:** There is no statistically significant relationship between changes in CSR expenditures on the firm's own fore-coming Net Profits.
- H<sub>2a</sub>:** There is no statistically significant relationship between changes in CSR expenditures on the firm's own fore-coming Net Profits.

#### Hypotheses of Objective 2:

- H<sub>30</sub>:** There is no statistically significant impact of firms' CSR expenditure on its fore-coming Net Sales.
- H<sub>3a</sub>:** There is a statistically significant impact of firms' CSR expenditure on its fore-coming Net Sales.
- H<sub>40</sub>:** There is no statistically significant impact of firms' CSR expenditure on its fore-coming Net Profit.
- H<sub>4a</sub>:** There is a statistically significant impact of firms' CSR expenditure on its fore-coming Net Profit.

### V. Research Methodology

The present study conducts exploratory research for drawing the objectives and hypothesis of the study by using literature review method. Further it applies descriptive research methodologies for better describing the relationships between the chosen parameters namely CSR Expenditure, Net Sales and Net Profit.

For selecting the sample, the study considers the data of two popular studies conducted by SRRF (on 35 industries including 100 companies) and Partners in Charge (on 29 industries including 84 companies) respectively, wherein the data regarding CSR Expenditure is available. For the present study a sample of 20% of the industries i.e., 7 industries are taken at random and those companies are considered which are present in both the survey reports. Finally, seven industries with 31 companies are considered for final analysis. The data analysis is done by applying Correlation and Regression methods using MS Excel 2007.

### VI. Results & Discussion

#### A. Result Analysis for Objective One

To analyze the effect of change in CSR expenditure on the firm's own performance (i.e., in Net Sales and Net profit) is the first objective of the study.

From the collected data of 31 companies, only six companies are eligible for analysis in meeting this objective. Because, there is no availability of CSR data for the rest of the companies for the three fiscal years including 2010-11, 2011-12, and 2012-13. The data is shown as below in Table No.1.

**Table No.1: Six companies details about CSR Expenditure, Net Sales and Net Profit**

S. No.	Company	2010-11 (Crores)	2011-12 (Crores)			2012-13 (Crores)			2013-14 (Crores)	
		CSR Expenditure	Net Sales	Net profit	CSR Expenditure	Net Sales	Net Profit	Spent of CSR	Net Sales	Net Profit
1	Maruti Suzuki	15.2	35587.1	1635.2	12.03	43587.9	2392.1	18.9	43700.6	2783
2	ONGC	219.03	76515.09	25122.92	121.08	83005.33	20925.7	261.58	83890.27	22094.81
3	Oil India	29.4	9863.23	3446.92	50.19	9947.57	3589.34	41.28	9612.7	2981.3
4	NTPC	72.21	62052.23	9223.73	49.43	65673.93	12619.39	79.53	72018.93	10974.74
5	Power Grid Corp	15.58	10164.27	3254.95	24.93	12757.85	4234.5	21.75	15320.28	4497.42
6	SAIL	68.95	46341.79	3681.89	61.25	44598.26	2170.35	32.55	46698.41	2616.48

By considering the above table, the correlation analysis is applied individually for all the six companies. For example, CSR Expenditures for the three years including 2010-11, 2011-12 &

2012-13 are correlated with the next year Net Sales and Net profits as showed below in Table No.2.

**Table No.2 Details of Six Companies (All Data is in Crores)**

		Year	CSR Expenditure	Net Sales	Net Profit
1.	Maruti Suzuki	2010-11	15.2	35587.1	1635.2
		2011-12	12.03	43587.9	2392.1
		2012-13	18.9	43700.6	2783
		<b>Correl (CSR &amp; NS)</b>	$r= 0.05659418$	<b>Correl(CSR &amp;NP)</b>	$r= 0.376530783$
2.	ONGC	2010-11	219.03	76515.09	25122.92
		2011-12	121.08	83005.33	20925.7
		2012-13	261.58	83890.27	22094.81
		<b>Correl (CSR&amp; NS)</b>	$r= -0.113494247$	<b>Correl (CSR &amp;NP)</b>	$r= 0.476866225$
3.	Oil India	2010-11	29.4	9863.23	3446.92
		2011-12	50.19	9947.57	3589.34
		2012-13	41.28	9612.7	2981.3
		<b>Correl (CSR&amp; NS)</b>	$r= 0.161543064$	<b>Correl (CSR &amp;NP)</b>	$r= 0.143050837$
4.	NTPC	2010-11	72.21	62052.23	9223.73
		2011-12	49.43	65673.93	12619.39
		2012-13	79.53	72018.93	10974.74
		<b>Correl (CSR&amp; NS)</b>	$r= 0.38183927$	<b>Correl (CSR &amp;NP)</b>	$r=-0.713019721$

		Year	CSR Expenditure	Net Sales	Net Profit
		2010-11	15.58	10164.27	3254.95
5.	Power Grid Corp	2011-12	24.93	12757.85	4234.5
		2012-13	21.75	15320.28	4497.42
		<b>Correl (CSR&amp; NS)</b>	r= 0.651575466	<b>Correl (CSR &amp;NP)</b>	r= 0.85607379
		Year	CSR Expenditure	Net Sales	Net Profit
		2010-11	68.95	46341.79	3681.89
6.	SAIL	2011-12	61.25	44598.26	2170.35
		2012-13	32.55	46698.41	2616.48
		<b>Correl (CSR&amp; NS)</b>	r= -0.462548416	<b>Correl (CSR &amp;NP)</b>	r= 0.420813777

**Analysis:** Usually, the correlation coefficient varies between -1 and +1. Several authors specify several ranges for the significance of correlation coefficient value. Here, Burns and Grooves (2005) ranges for correlation coefficient (r) is considered for better analysis.

If the r value is less than 0.3, there exists a weak positive correlation.

If the r value is greater than 0.3 and less than 0.5, there exists a moderate positive correlation.

If the r value is greater than 0.5, there exists a high or strong positive correlation.

For negative values, there exists a negative correlation with the same degree.

From the TableNo.2, it is clear that the r values for all the six companies are not above 0.3, therefore we do not reject the null hypothesis ( $H_{10}$ ) on the relationship between change in CSR Expenditure and Net Sales. Similarly, the results do not reject the null hypothesis ( $H_{20}$ ) in the relationship between the change in CSR Expenditure and Net Profit. Overall the result for the first objective says that there is no statistically significant correlation between the CSR Expenditure and Net Sales as out of six companies only three companies are proved to be statistically significantly correlated namely NTPC (r = 0.38, Moderate positive correlation), Power Grid Corp (r = 0.65, Highly positively correlated) and SAIL (r = 0.46, Moderate positive correlation). Even there is no statically significant correlation between the CSR Expenditure and Net Profit as out of six companies only four are proved to be statistically significantly correlated in their

relationship namely Maruti Suzuki (r = 0.37), ONGC (r = 0.47), Power Grid Corp (r = 0.85) and SAIL (r = 0.42).

Even though *the first objective analysis does not reject the null hypotheses*, there is slight observation which throws light on the assumption that CSR Expenditures may affect the Net Profit and Net Sales of an organization. This is happening with two of the companies namely Power Grid Corp (i.e., 0.65, 0.85) and SAIL (i.e., 0.46, 0.42). If the data can be obtained for more years the results may be more appropriate to draw inferences.

## B. Result Analysis for Objective Two

The second objective of the study is to examine the relationship between firms' CSR expenditure, Net sales & their Net profit. For Example, if the company spends more on CSR in 2010-11, then will there be any correlation with the next year i.e., 2011-12 Net Sales or Net Profits is examined. If correlation exists, there observes an impact of that particular factor i.e., CSR Expenditure on its fore-coming Net Sales or Net profit or both. In order to fulfill this objective three years analysis is done.

### i. Analysis of Data in 2011-12 and 2012-13 (For 19 companies)

In the first analysis, 19 companies are considered as per the availability of data to establish a model between CSR Expenditure and Net Sales or Net Profit. Here the data of 19 companies who're CSR Expenditure of 2011-12 is used in relation to the Net Sales and Net Profit of the year 2012-13 as showed in Table No.3.

**Table No.3**

S. No.	Company	2011-12 (in crores)	2012-13 (in Crores)	
		CSR Exp.	Net Sales	Net profit
1	Tata Motors	15	44765.72	301.81
2	Maruti Suzuki	12.03	43587.9	2392.1
3	Mahindra & Mahindra	22	40441.16	3352.82
4	Hero Motocorp	33.35	24166.49	2118.18
5	Ultratech	18.2	20174.94	2655.43
6	ACC	20.16	11168.94	1095.76
7	Ambuja Cement	39.08	9160.35	1294.57
8	ONGC	121.08	83005.33	20925.7
9	Oil India	50.19	9947.57	3589.34
10	TCS	51	48426.41	12786.34
11	NTPC	49.43	65673.93	12619.39
12	Power Grid Corp	24.93	12757.85	4234.5
13	Tata Power	9	10288.95	1024.69
14	SAIL	61.25	44598.26	2170.35
15	Tata Steel	146	38199.43	5062.97
16	JSW Steel	32	35491.81	1801.22
17	Jindal Steel & Power	87.98	14954.7	1592.55
18	State Bank of India	71.2	119657.1	14104.98
19	ICICI Bank	24	40075.6	8325.47
	<b>Correl (CSREx &amp;NS)</b>	r=0.381190828	<b>Correl (CSREx &amp;NP)</b>	r=0.504192196

By observing the results of Correlation between CSR Expenditure and Net Sales (i.e.,  $r = 0.38$ ) & CSR Expenditure and Net Profit ( $r = 0.50$ ), it can be said that there is a moderate correlation between them. Due to their moderate correlation, linear regression is applied to establish the relationship model between the two variables i.e., CSR Expenditure and Net Sales as well as CSR Expenditure and Net Profit.

The regression models thus obtained are as follows from the Table No.4 & Table No.5.

**Table No.4**

	Coefficients	Standard Error	t Stat	P-value
Intercept	<b>24191.27621</b>	10079.40724	2.400069334	0.028122542
X Variable 1	<b>289.3501284</b>	170.2009544	1.700049976	<b>0.107342637</b>

Regression model for CSR Expenditure and Net Sales is written as

Net Sales = 24191.27 + 289.35 (CSR Expenditure) ---- from Table No.4  
(Intercept) (X variable1)

But the designed model is not significant as the P-value is not less than 0.05 i.e.,  $0.107 > 0.05$ . This says that the model is not significant for explaining the relationship between CSR Expenditure and Net sales. It can also be concluded as the CSR Expenditure is not a correct predictor of Net Sales. The analysis does not reject the null hypothesis ( $H_{30}$ ), which states that there is no statistically significant impact of CSR Expenditures on Net Sales of the organizations.

Now, the regression model for CSR Expenditure and Net Profit is written as  
Net Profit = 1740.36 + 77.02(CSR Expenditure)  
----- from **Table No.5**.

**Table No.5**

	Coefficients	Standard Error	t Stat	P-value
Intercept	<b>1740.363388</b>	1894.713841	0.918536272	0.371187521
X Variable 1	<b>77.01633737</b>	31.99415366	2.407200334	<b>0.027719637</b>

It is observed from Table No.5 that the P-Value i.e., 0.027 is less than 0.05 that says that the model is significant. It indicates that the CSR Expenditure can be used for predicting Net Profit of the companies. The regression line can be read as if one crore is spent as CSR Expenditure, an amount of INR 77.02 crores hike is observed in its Net Profit. By this, it can be concluded that the study does not accept the null hypothesis (i.e., accepting the alternative hypothesis,  $H_{4a}$ ). This indicates that there is a statistically significant impact of CSR Expenditure on the company's Net profit i.e., more the present CSR expenditure, more Net profits can be achieved in the next year.

#### ii. Analysis of data in 2012-13 and 2013-14

Similar kind of Analysis is done by considering 17 companies removing two from the earlier Table No.3 namely ACC and Ambuja Cement for the next fiscal year i.e., 2013-14. Here, the impact of CSR Expenditure in 2012-13 on the Net Profit and Net Sales obtained in 2013-14 is studied. As the fiscal year for the ACC and Ambuja Cement is from Jan-Dec, the results are awaiting, due to this reason they are not included in this study. The data used for the analysis are shown in Table No.6



**Table No.6**

S. No.	Company	2012-13 (in crores)	2013-14 (in Crores)	
		CSR Exp.	Net Sales	Net Profit
1	Tata Motors	19.21	34319.28	334.52
2	Maruti Suzuki	18.9	43700.6	2783
3	Mahindra & Mahindra	33.52	40508.5	3758.35
4	Hero Motocorp	1.39	25713.49	2109.08
5	Ultratech	43.4	20279.8	2144.47
6	ONGC	261.58	83890.27	22094.81
7	Oil India	41.28	9612.7	2981.3
8	TCS	65.21	64672.93	18474.92
9	NTPC	79.53	72018.93	10974.74
10	Power Grid Corp	21.75	15320.28	4497.42
11	Tata Power	7.88	9282.8	954.08
12	SAIL	32.55	46698.41	2616.48
13	Tata Steel	170.59	41711.03	6412.19
14	JSW Steel	24.85	45297.72	1334.51
15	Jindal Steel & Power	99.14	14544.02	1291.95
16	State Bank of India	123.27	136350.8	10891.17
17	ICICI Bank	116.55	44178.15	9810.48
	<b>Correl (CSR EX &amp; NS)</b>	r=0.5276858	<b>Correl (CSR Ex &amp; NP)</b>	r=0.7353706

By observing the results of correlation between CSR Expenditure and Net Sales (i.e.,  $r = 0.53$ ) & CSR Expenditure and Net Profit ( $r = 0.74$ ), it can be said that there is a moderate to high correlation between them. Due to their high correlation, linear regression is applied to establish the relationship model between the two variables i.e., CSR Expenditure and Net Sales as well as CSR Expenditure and Net Profit. The regression models thus obtained are as follows from the Table No.7 & Table No.8

**Table No.7**

	Coefficients	Standard Error	t Stat	P-value
Intercept	<b>27159.86181</b>	9772.836098	2.779117703	0.014038574
X Variable 1	<b>246.7534545</b>	102.5592327	2.405960419	<b>0.029479386</b>

Regression model for CSR Expenditure and Net Sales is written as

Net Sales = 27159.86 + 246.75 (CSR Expenditure) ---- from **Table No.7**

It is observed from Table No.7 that the P-Value i.e., 0.029 is less than 0.05 that says that

the model is significant. It indicates that the CSR Expenditure can be used for predicting Net sales of the companies. The regression line can be read as if one crore is spent as CSR Expenditure, an amount of INR 246.75 crores hike is observed in its Net Sales. By this it can be concluded that the study does not accept the null hypothesis i.e., accepting  $H_{3a}$ . This indicates that there is a statistically significant impact of CSR Expenditure on the company's Net Sales. This states that more the present CSR Expenditure, more the Net Sales can be achieved in the next year.

Now, the regression model for CSR Expenditure and Net profit is written as

Net Profit = 1424.95 + 68.27(CSR Expenditure) -----from **Table No.8**

**Table No.8**

	Coefficients	Standard Error	t Stat	P-value
Intercept	<b>1424.954965</b>	1547.985284	0.920522295	0.37186776
X Variable 1	<b>68.27437153</b>	16.24504712	4.202780763	<b>0.000768575</b>

It is observed from Table No.8 that the P-Value i.e., 0.0007 is less than 0.05 that says that the model is highly significant. It indicates that the CSR Expenditure can be used for predicting Net profits of the companies. The regression line can be read as if one crore is spent as CSR Expenditure, an amount of INR 68.27 crores hike is observed in its Net profit. By this it can be concluded that the study does not accept the null hypothesis i.e., accepting  $H_{4a}$ . This indicates that there is a statistically significant impact of CSR Expenditure on the company's Net profit. This states that more the present CSR Expenditure, more the Net Profit can be achieved in the next year.

### iii. Analysis of data in 2012-13 and 2013-14 (For 29 companies)

Here, the analysis of CSR Expenditure in 2012-13 and Net Sales & Net profit of 2013-14 is done. The data of all the 29 companies including CSR Expenditure, Net Profit and Net Sales is presented in Table No.9 for analysis, by excluding the two companies namely ACC and Ambuja Cement because of their fiscal year problem i.e., from Jan-Dec.

**Table No.9**

S. No.	Company	2012-13	2013-14	
		CSR	Net Sales	Net profit
1	Tata Motors	19.21	34319.28	334.52
2	Maruti Suzuki	18.9	43700.6	2783
3	Mahindra & Mahindra	33.52	40508.5	3758.35
4	Hero Motocorp	1.39	25713.49	2109.08
5	Bajaj Auto	51.73	20149.51	3243.32
6	Ultratech	43.4	20279.8	2144.47
7	ONGC	261.58	83890.27	22094.81
8	Oil India	41.28	9612.7	2981.3
9	Cairn India	20.85	9927.53	7454.33
10	TCS	65.21	64672.93	18474.92
11	Wipro	14.13	38757.2	7387.4
12	NTPC	79.53	72018.93	10974.74
13	Reliance Infrastructure	6.4	11356.93	1587.94
14	Power Grid Corp	21.75	15320.28	4497.42
15	Tata Power	7.88	9282.8	954.08
16	SAIL	32.55	46698.41	2616.48
17	Tata Steel	170.59	41711.03	6412.19
18	JSW Steel	24.85	45297.72	1334.51
19	Jindal Steel & Power	99.14	14544.02	1291.95
20	State Bank of India	123.27	136350.8	10891.17
21	HDFC Bank	39.01	41135.53	8478.38
22	ICICI Bank	116.55	44178.15	9810.48
23	Axis Bank	42.42	30641.16	6217.67
24	Kotak Mahindra Bank	4.08	8767.12	1502.52
25	Bank of Baroda	7.17	38939.71	4541.08
26	Punjab National Bank	3.32	43223.25	3342.58
27	Canara Bank	11.2	39547.61	2438.19
28	Bank of India	1.1	37910.1	2729.27
29	Union Bank of India	0.76	29349.39	1696.2
	<b>Correl (CSREx &amp; NS)</b>	r=0.540549	<b>Correl (CSR Ex &amp; NP)</b>	r=0.713927952

By observing the results of Correlation between CSR Expenditure and Net Sales (i.e.,  $r = 0.54$ ) & CSR Expenditure and Net Profit ( $r = 0.71$ ), it can be said that there is a moderate to high correlation between them. Due to their high correlation, linear regression is applied to establish the relationship model between these two variables i.e., CSR Expenditure and Net Sales as well as CSR Expenditure and Net Profit. The regression models thus obtained are from the Table No.10 & Table No.11 as follows,

**Table No.10**

	Coefficients	Standard Error	t Stat	P-value
Intercept	<b>26367.34</b>	5460.083535	4.829109444	4.8212E-05
X Variable 1	<b>244.4667</b>	73.2252064	3.338559157	<b>0.002467477</b>

Regression model for CSR Expenditure and Net Sales is written as

Net Sales = 2636.34 +244.47 (CSR Expenditure) ---- from **Table No.10**

It is observed from Table No.7 that the P-Value i.e., 0.0025 is less than 0.05 that expresses that the model is significant. It indicates that the CSR Expenditure can be used for predicting Net sales of the companies. The regression line can be read as if one crore is spent as CSR Expenditure, an amount of INR 244.47 crores hike is observed in its Net Sales. By this, it can be concluded that the study does not accept the null hypothesis i.e., accepting  $H_{3a}$ . This indicates that there is a statistically significant impact of CSR Expenditure on the company's Net Sales. This states that more the present CSR Expenditure, more the Net Sales can be achieved in the next year.

Now, the regression model for CSR Expenditure and Net profit is written as

Net Profit = 2380.7+0.0000136(CSR Expenditure) ----from **Table No.11**

**Table No.11**

	Coefficients	Standard Error	t Stat	P-value
Intercept	<b>2380.697</b>	878.3104905	2.710540987	0.011531391
X Variable 1	<b>62.40389</b>	11.77902619	5.297881924	<b>1.3692E-05</b>

(i.e., **0.00001369**)

It is observed from Table No.8 that the P-Value i.e., 0.00001 is less than 0.05 that says that the model is highly significant. It indicates that the CSR Expenditure can be used for predicting Net profits of the companies. The regression line can be read as if one crore is spent as CSR Expenditure, an amount of INR 62.40 crores hike is observed in its Net profit. By this, it can be concluded that the study does not accept the null hypothesis i.e., accepting  $H_{4a}$ . This indicates that there is a statistically significant impact of CSR Expenditure on the company's Net profit. This states that more the present CSR Expenditure, more the Net Profit can be achieved in the next year.

From the above three types of analysis on the impact of present CSR Expenditure on the future Net Sales and Net Profit, it is clear that almost two are in favour of the impact. The study does not able to reject the null hypothesis

only in the case of present CSR Expenditures impact on the 19 companies Net Sales in the next year. The rest of the analysis conducted on 17 companies as well as 29 companies is clearly expressing a significant impact of present CSR Expenditures on the tomorrow's company's Net Profit and Net Sales.

### VII. Major findings of the study

The major findings of the study are:

1. Hardly there is any correlation in changes in firm's CSR Expenditure on the fore-coming Net Sales or Net profits.
2. Some companies like Power Grid Corp and SAIL are showing a positive correlation between their present CSR Expenditure and their future Net sales or Net profits.
3. There is much correlation observed over CSR Expenditures and their Net profits as four companies out of six are establishing this fact, namely Maruti Suzuki, ONGC, Power Grid and SAIL.
4. There is a very high positive correlation between the firms' current CSR Expenditure's and their Net profits than on their Net Sales, when 2011-12 & 2012-13 data are concerned.
5. There is a very high positive correlation between the firms' current CSR Expenditure's and their Net profits than on their Net Sales, when 2012-13 & 2013-14 data are concerned.

The present study says that the companies can focus on their CSR activities which can help to increase their Net Sales and Net Profits in the near future and even better in the long-run.

### VIII. Limitation of the study

1. The present study has considered only seven industries out of 32 industries as the rest are expelled.
2. The present study has considered three years of data i.e., of 2010-11, 2011-12, 2012-13 as CSR Expenditure and three years of data including 2011-12, 2012-13 and 2013-14 for Net Sales and Net Profit.

### XI. Suggestions from the Study

The firms should invest, disclose and advertise to their stakeholders regarding their CSR activities so that they can get their investment back in the form of raise in Net Profit or Net Sales or in the form of goodwill.

### IX. Future Scope for Research

The research can be extended to other industries leaving the covered one of the 57 industries specified by Business Standard in its report of 1000 firms (Business Standard, 2012). The impact of CSR Expenditure on their stakeholders can be studied in detail. The study can also be further extended for the companies in other parts of the world to know their understanding towards the CSR expenditure.

### Conclusion

The present work is an attempt to understand the inherent link between the CSR Expenditure, Net Sales and Net profit. The result exhibits that hardly there is any correlation between the raise in present CSR Expenditure on tomorrow's Net Sales or Net Profit. The more sample size may help these results indicative. But, other observation is in favour of firms' CSR Expenditure that more of their contribution leads to maximize their next year Net Sales as well as Net profits.

### References

- Becchetti, L., Giacomo, S. D., & Pinnacchio, D. (2005). Corporate Social Responsibility & Corporate Performance: Evidence From a Panel of US listed Firms. *XIII Vergata Financial Conference*, (p. 56).
- Business Standard. (2012). Industry-Wise Performance. *Business Standard*, 1-19.
- Choudary, V. & Tandon, S. (2013). Corporate Social Responsibilities of Public Sector Banks in India. *Galaxy International Interdisciplinary Research Journal*, 1 (1), 1-7.
- Dhingra, D. & Mittal, R. (2014). Corporate Social Responsibility Practices in Banking Sector. *Global Journal of Finance & Management*, 6 (9), 853-862.
- Ernst & Young. (2013). *Corporate Social Responsibility in India: Potential to contribute towards inclusive social development*. Kolkatta: Ernst & Young LLP.

- Gautam, R., & Singh, A. (2010). CSR practices in India: A Study of Top 500 Companies. *Global Business and Management Research: An International Journal*, 2 (1), 41-56.
- Government of India. (2014). *Monthly Information Bulletin on Corporate Sector*. New Delhi: Government of India.
- Kash, R., Chase, L. A. & Sohel, K. (2012). *Why Every Company Needs a CSR Strategy & How to Build It*. Boston: Harvard Business School.
- KPMG. (2008). *Corporate Social Responsibility Towards a Sustainable Future*. Mumbai: KPMG India Private Limited.
- KPMG. (2014). *CSR in India - A Changing Landscape*. KPMG.
- Laura, P., & Sergio, V. (2009). *Does CSR affect the performance of firms?* NOTE DI LAVORO.
- Leena, J. (2013). CSR Engagement of Indian Companies. *International Journal of Social Science & Interdisciplinary Research*, 2 (9), 159-171.
- Moharana, S. (2013). Corporate Social Responsibility: A Study of Selected Public Sector banks in India. *IOSR Journal of Business & Management*, 15 (4), 1-9.
- NDTV. (2014, February 25). *Firms*. Retrieved November 13, 2014, from NDTV: <http://profit.ndtv.com/news/economy/article-firms-to-pump-in-rs-28-000-crore-in-csr-activities-in-fy15-kapil-sibal-381581>
- Partners In Charge. (2013). *CSR Spending Estimates- BSE Top 100*. New Delhi: Partners In Charge.
- Philip, K., & Nancy, L. (2005). *Corporate Social Responsibility*. New Jersey, USA: John Wiley & Sons Inc.
- PwC. (2013). *Handbook on Corporate Social Responsibility in India*. Gurgaon: PricewaterhouseCoopers Private Limited.
- Servaes, H., & Tamayo, A. (2013). The Impact of CSR on Firm's Value: The Role of Customer Awareness. *Management Science*, 59 (5), 1045-1061.
- Sharma, E., & Mani, M. (2013). Corporate Social Responsibility: An Analysis of Indian Commercial Banks. *AIMA Journal of Management & Research*, 7 (1), 1-17.
- Sharma, S. (2014). An Assesment of Corporate Social Responsibility Practices by Indian Banks. *International Journal of Business & General Management*, 3 (3), 29-38.
- Sharma, S. K. (2013). A 360 Degree Analysis of CSR Mandate of the New Companies Act 2013. *Global Journal of Management & Business Studies*, 3 (7), 757-762.
- Singh, N., Srivastava, R. & Rastogi, R. (2013). CSR practices & CSR reporting in Indian Banking Sector. *International Journal of Scientific & Research Publications*, 3 (12), 1-8.
- Social Research & Reforms Foundation. (2013). *India CSR Report*. New Delhi: Social Research & Reforms Foundation.
- Srivastava, A. K., Nagi, g., Mishra, V., & Pandey, S. (2012). Corporate Social Responsibility : A Case Study of TATA Group. *IOSR Journal of Business & Management*, 3 (5), 17-27.
- Stephen, D. (2007). What is Corporate Social Responsibility Now? *ephemera*, 7 (2), 372-380.
- Wankhande, V. (2014). Analysis of CSR Spending of the Indian Companies. *Abhinav International Monthly Refereed Journal of Research in Management & Technology*, 3 (4), 12-20.

# IMPACT OF NATURAL DISASTER, AND SPECIAL REFERENCE TO EMPOWERMENT PROCESS OF WOMEN ENTREPRENEURS AFTER EARTHQUAKE 2001, AT KUTCH DISTRICT - GUJARAT STATE

S. Amalaorpava Mary, M.S.W., M.Phil., Ph.D.,\*

\*Scholar, Centre for Rural Development, Periyar Maniyammai University,

&

Dr. M. Gabriel, M.A., M.HRM. D.L.L., M.Phil., Ph.D.,\*\*

\*\*Professor, Head of the Department in Social Work, Centre for Rural Development, Periyar Maniyammai University.

## ABSTRACT

*Entrepreneurship of Women development is an essential part of human resource. Development Compared to other countries the development of women entrepreneurship is very low in India, especially in the rural areas. However, women of middle class are not too eager to alter their role in fear of social backlash. The progress is more visible among upper class families in urban cities. This research focuses on women entrepreneur's Status after Earthquake special concern to Quality of life among Handicraft Women Workers at Kutch District. Gujarat.. Any understanding of Indian women, of their identity, and especially of their role taking and breaking new paths, will be incomplete without a walk down the place of Indian history where women have lived. The research talks about the impact of Earthquake, especially women entrepreneurs (Earthquake taken place at 2001). And also how much credit can be given to entrepreneurship for the unprecedented innovation and growth of free-enterprise economies? This paper presents a summary of research on entrepreneurs and discusses the trends in the development of the field. A second section presents the category of Women entrepreneurs in different phases & participation of women as Entrepreneurs. The third Section focuses on the most dynamic Successful Women Entrepreneurs in Kutch District; Gujarat simultaneously the paper gives an insight into the challenges faced by women entrepreneurs.*

## INTRODUCTION

Last ten years of Indian economy make it evident that the structure of ownership in the industrial sector, in agriculture, in the trade and commerce sectors has changed. Many women entered the world of business, of trade commerce – and they have become successful entrepreneurs in various business activities. However, the rate of participation or rate of their inclusion in the business world is very low, in spite of its increase during the last ten years. This growth rate of women's participation in economic activities is much lower than the expected rate. If we look at the developed countries we see that women are actively participative in the business and trade activities, including agriculture, without any social or other restrictions.

The meaning of women's empowerment: new concepts from action. The absence of a democratic context has contributed to slow progress in empowering women, particularly in South Asia. Women's empowerment movements

have not survived in authoritarian regimes based on gender subordination and ideologies of male dominance. Three experimental approaches to empowerment in South Asia have been tried: integrated development, economic empowerment, and consciousness raising. Consciousness raising has been implemented in awareness groups and education that have led to a new consciousness, self worth, societal and gender analysis, and access to skills and information.

The economic empowerment approach has relied on improving women's control over economic resources and strengthening women's economic security. Grameen Bank has provided one example of organizing women around savings and credit, income generation, and skill training activities. Integrated development approaches have encouraged women's collectives that have engaged in development and social problem resolution and formed specialized activity groups as means of mobilization of women.

## KUTCH DISTRICT

**Kutch district** (also spelled as **Kutch** or **Kachchh**) (Gujarati: કચ્છ જિલ્લો, Sindhi: کچھ کلاں ضلع) is a formerly-independent district of Gujarat state in western India. Covering an area of 45,612 km<sup>2</sup>, it is the largest district of India.

Kachchh literally means something which intermittently becomes wet and dry; a large part of this district is known as Rann of Kachchh which is shallow wetland which submerges in water during the rainy season and becomes dry during other seasons. The Rann is famous for its marshy salt flats which become snow white after the shallow water dries up each season before the monsoon rains. The district is also famous for ecologically important Banni grasslands with their seasonal marshy wetlands which form the outer belt of the Rann of Kutch.

Kachchh District is surrounded by the Gulf of Kachchh and the Arabian Sea in south and west, while northern and eastern parts are surrounded by the Great and Small Rann (seasonal wetlands) of Kachchh. When there were not many dams built on its rivers, the Rann of Kachchh remained wetlands for a large part of the year. Even today, the region remains wet for a significant part of year. The district had a population of 1,583,225 of which 30% were urban as of 2001.

### Significant past earthquakes over India and neighborhood

DATE	EPICENTRE	
	Lat (°N)	Long (°E)
1819 JUN 16	23.6	68.6
1869 JAN 10	25	93
1885 MAY 30	34.1	74.6
1897 JUN 12	26	91
1905 APR 04	32.3	76.3
1918 JUL. 08	24.5	91.0
1930 JUL 02	25.8	90.2
1934 JAN 15	26.6`	86.8
1941 JUN 26	12.4	92.5
1943 OCT 23	26.8	94.0
1950 AUG 15	28.7	96.6
1956 JUL 21	23.3	70.2
1967 DEC 10	17.37	73.75
1975 JAN 19	32.39	78.50

LOCATION	MAGNITUDE on Richter Scale
KUTCH, GUJARAT	8.0
NEAR CACHAR, ASSAM	7.5
SOPAR, J&K	7.0
SHILLONG, PLATEAU	8.7
KANGRA, H.P	8.0
SRIMANGAL, ASSAM	7.6
DHUBRI, ASSAM	7.1
BIHAR-NEPAL BORDER	8.3
ANDAMAN ISLANDS	8.1
ASSAM, ARUNACHAL	7.2
PRADESH-CHINA BORDER	8.5
ANJAR GUJARAT	7.0
KOYNA, MAHARASHTRA	6.5
KINNAUR, H.P.	6.2

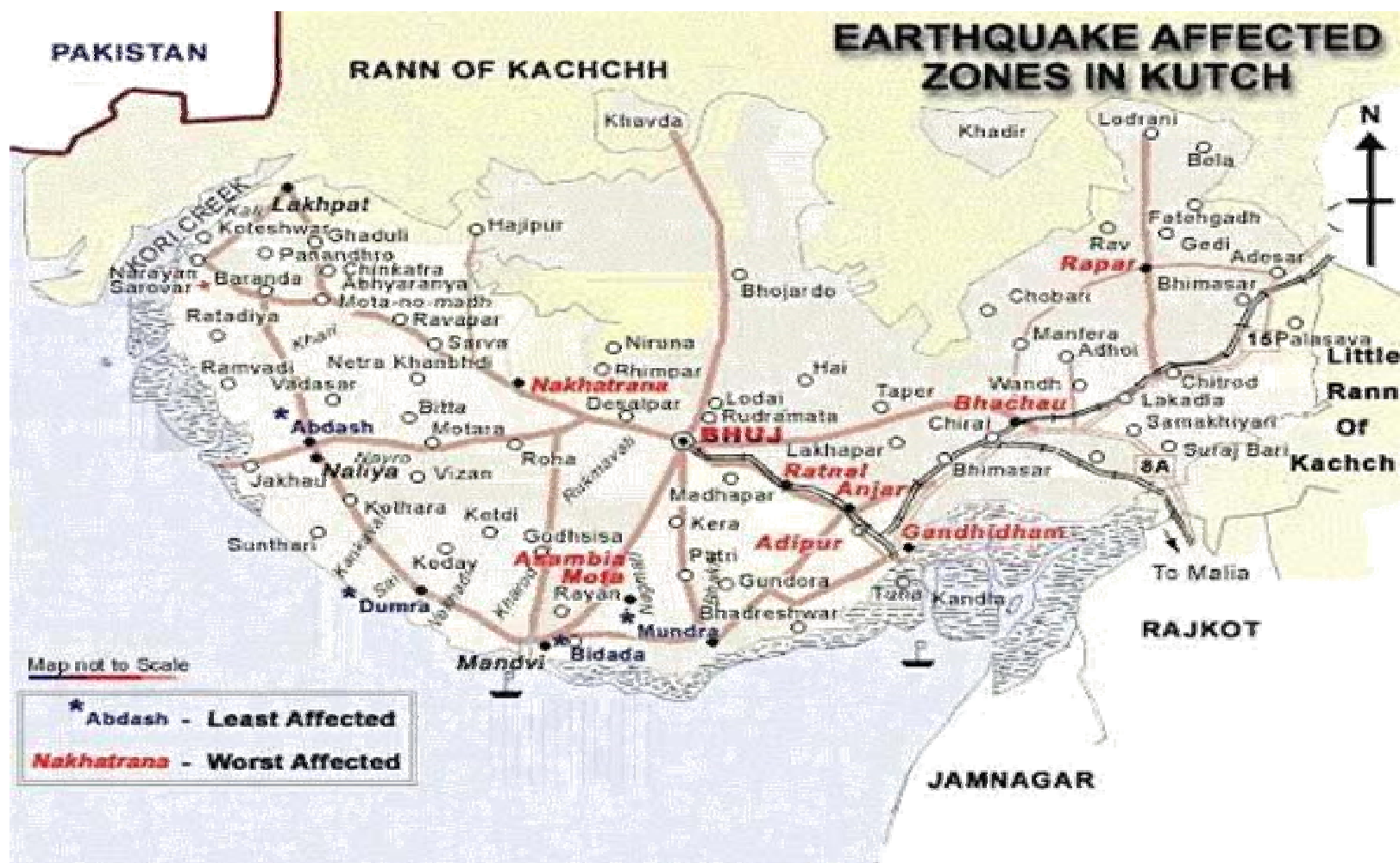
1988 AUG 06	25.13	95.15	MANIPUR-MYANMAR BORDER	6.6
1988 AUG 21	26.72	86.63	BIHAR-NEPAL BORDER	6.4
1991 OCT 20	30.75	78.86	UTTAR KASHI, U.P. HILLS	6.6
1993 SEP 30	18.07	76.62	LATUR-OSMANABAD, MAHARASHTRA	6.3
1997 MAY 22	23.08	80.06	JABALPUR, M.P.	6.0
1999 MAR 29	30.41	79.42	CHAMOLI DIST. U.P.	6.8
2001 JAN 26	23.6	69.8	BHUJ DIST. GUJARAT	6.9

### THE GUJARAT EARTHQUAKE 2001

26<sup>th</sup> January 2001 earthquake was an unprecedented calamity for us. The loss of lives in the earthquake left me with the saddest feelings of my life. In the wake of the quake many people became homeless. They lost their source of living and sense of security. We had never witnessed a tragedy and destruction on such a large scale.

The earthquake caused massive loss of life and injury. It left nearly a million families homeless, and destroyed much of the area's social infrastructure: from schools and village health clinics, to water supply systems, communications and power. The Kutch

district of Gujarat is the worst affected; in many villages and several towns the destruction was nearly total.



Source: Government of India's official web site on the Gujarat earthquake <http://gujarat-earthquake.gov.in/final/bhuj.html>

One month after the earthquake official Government of India figures placed the death toll at 19,727 and the number of injured at 166,000. Indications are that 600,000 people were left homeless, with 348,000 houses destroyed and an additional 844,000 damaged. The Indian State Department estimates that the earthquake affected, directly or indirectly, 15.9 million people out of a total population of 37.8 million. More than 20,000 cattle are reported killed. Government estimates place direct economic losses at \$1.3 billion. Other estimates indicate losses may be as high as \$5 billion.

The earthquake was followed by a large number of aftershocks. The Indian Metrology Department (IMD) recorded more than 500 aftershocks of magnitude 3.0 and above, which continued through the month of March. The state of Gujarat is the heartland of Indian

industries like petroleum, power and steel. Indeed, this M7.9 earthquake is the first to hit metropolitan cities of the country in the recent times and the modern industrial constructions.

### REVIEW OF LITRATURE IMPACT OF EARTHQUAKE AT KUTCH DISTRICRT 2001 Natural Disasters

In India we tend to see four major kinds of natural disasters: floods, earthquakes, cyclones, and droughts. Tsunami, of such devastating nature has occurred for the first time in India.

1. Just an idea of the average annual loss in the last decade due to natural disasters in India
2. Average annual loss of human life is around 3663.

3. Average crop area affected is about 1.42 hectares annually.
4. Average number of hamper r1am~n^prl arm a.. :\_
5. Average number of homes damaged annually is around 2.36 million. 8041 kms of coastline is exposed to tropical cyclones. 56% of the total land area is vulnerable to seismic activity. Of the 35 states and union territories, about 25 are disaster prone. Many states are prone to multiple hazards.

### THE IMPACT OF DISASTERS

Any disaster leaves a profound trail of suffering to the community. To work with the disaster affected community, it is essential to understand the different nature of impacts due to the disaster. The categorization of the impacts on the survivors will help to deal with the situation in more organized and systematic ways. Here the impacts are mainly categorized under four headings.

#### PHYSICAL IMPACT

Most disasters result in a lot of physical injuries. The impact varies depending upon the kind of disaster. For instance, in an earthquake you would find a lot of people with orthopedic problems such as fractures, problems with mobility etc. whereas in a communal strife there would be bullet injuries, stab wounds as a result of physical assaults. Thus, the physical impact of each disaster would differ in each case. Since people would be displaced and living in camps, there would be problems that could arise out of the cramped living conditions like epidemics, allergies etc. Sudden displacements and loss of privacy become major physical problem for the survivors to deal with after the disaster.

Though severe disabling physical injuries are comparatively less in Tsunami, it causes severe physical impact due to floating in waves and running for life in unimaginable speed. In the initial days there were many complaints of severe tiredness, vomiting of mud water and also stomach pain due to drinking of sea water.

#### ECONOMIC IMPACT

A disaster by definition affects large number of people and a vast region, so the

entire community would be experiencing its impact. Places of work maybe inaccessible or damaged. There may be total breakdown of communication and lack of basic supplies like food or raw materials causing a breakdown in the normal lives that people have been leading. For some time people may be unable to return to work and thus their livelihood could be affected. If their work was land-based and due to the cyclone the land is inundated, it may become totally worthless and the family may lose its source of income totally. For others it maybe a temporary loss, for instance a communal riot may mean there is curfew and one cannot go to work for a few days to months.

In any disaster, the effect on the livelihood is one of the main impacts, which affects the whole community. In a disaster like Tsunami, where the entire costal area is devastated, the whole chain of livelihood gets affected. The fishing community is greatly affected and loss of boats, nets and other fishing equipments are very high. Simultaneously, many other businessmen who are dependent on fishing like the fish vendors, the people working in the ice factory and other livelihood options are also affected.

#### SOCIAL IMPACT

The living structures maybe damaged forcing people to live in camps with little or no privacy. There is discontinuity of normal life routines and things like education etc., too get totally affected. People face problems of day-to-day living in difficult circumstances along with trying to pick up and rebuild their lives, and get back to life as it was before the disaster.

Family structure may undergo change like becoming a single parent family or losing the only earning member or a child becoming an orphan, losing life partner and becoming a widow or a widower. All this will bring about substantial life changes. There would be ceremonies that need to be completed and cultural rituals that need to be adhered to. People may need to shift in with extended family member or adjust to a life without the family members whom they have lost.



## EMOTIONAL IMPACT

Any disaster affects people emotionally. The change it brings in life seems unbearable and people often feel helpless, hopeless and frustrated in the aftermath of a disaster. Often they seem unable to cope with the consequences of the loss they have experienced. They may have repeated thoughts about the events which cause severe disability in resuming normal functioning.

Fear is another reaction seen among survivors of a disaster. There is fear regarding its recurrence and this can lead to continued feelings of anxiety, sleeplessness and a Supporting group initiatives: The local community on its own, starts responding appropriately and effectively to the disaster by using healthy coping strategies. So, one important task of the caregivers is to encourage, initiate, sustain and guide such local community action. The caregivers can take the initiative to organize community-based actions specific to the order to alleviate mental suffering. At one place the camp was being run on the space provided by a Cinema hall owner. At another place a local person had taken charge of running a certain camp.

## CULTURAL ASPECTS

Singing of folk songs helps people gather in a common place and share their grief. There is a sense of commonality in grief that increases the cohesiveness of the community and motivates them to initiate songs which is helpful. It was seen that Mehndi which was an essential part of the pre-disaster life among the community had returned and even without a wedding many were engaging in putting mehndi. All this led to a normalization process and faster recovery. An attempt was made by a doctor to use culturally relevant symbols to facilitate grief e.g. 'Haldi kumkum' programs. The women this doctor interacted with were in a state of shock and unable to grieve. Through these programs the women could express their pain and they hugged her and wept. It was conducted during the early impact phase when women preferred to remain indoors and refused to communicate.

## IMPLICATION OF DISASTER ON WOMEN

Women are considered as the vulnerable group after any disaster. But it is important to

understand the vulnerability factors which are very specific for women and the special needs of the women after Tsunami. There is vulnerability which is due to biological reasons, there is some vulnerability associated with women who are more socially rooted in the community and also there is psychological vulnerability due to dynamic pressure after the disaster.

Because of reproductive health system women are vulnerable to various stress reactions. The specific complications which the women face are specifically relating to menstrual cycle and reproductive health. Pre mature birth, still born cases are very common after any severe disaster. The period for long or frequent cycle is also common among the young women. Relating sickness, pain all over the body, pelvic pain, lack of privacy is added stress for the women.

There is specific social vulnerability due to the role as home maker which the women perform. Even after the disaster women take the primary role as care givers for the family. Feeding the children or other family members become their first concern and they start getting involved in various activities. So, with trauma and stress added burden and responsibility after the disaster make women more vulnerable.

The psychological vulnerability arises due to the sense of loss which women experience after a grave disaster like Tsunami. It is seen all over that the women are prone to depression and other emotional disturbances. The psychological makeup makes the women again vulnerable when the social vulnerability and pressure of the stressful environment increase.

## INCREASED DISTRESS AND VULNERABILITY

Under normal circumstances a woman facing the death of someone dear or experiencing loss of property, like in a robbery copes with the help of her relatives and friends. She may seek help from her employers and neighbors. Usually these supports help her to reorganize her life. Following Earthquake, many women have become widows with young children. Women are now dealing with the grief of having lost their spouses along with the burden of increased

responsibility towards their surviving family. These are what some of the women who survived Earthquake had to share. In many situations, there are women who have not seen the dead bodies of their spouses after the disaster. This has added to their grief and pain by not providing an emotional closure.

Since the 1990's women have been identified as key agents of sustainable development and women's equality and empowerment are seen as central to a more holistic approach towards establishing new patterns and processes of development that are sustainable. The World Bank has suggested that empowerment of women should be a key aspect of all social development programs (World Bank, 2001). Although a considerable debate on what constitutes empowerment exists, in this paper we find it useful to rely on Kabeer's (2001) definition: "The expansion in people's ability to make strategic life choices in a context where this ability was previously denied to them."

For women in India, this suggests empowerment in several realms: personal, familial, economic and political.

Since the 1980's the Government of India has shown increasing concern for women's issues through a variety of legislation promoting the education and political participation of women (Collier, 1998). International organizations like the World Bank and United Nations have focused on women's issues especially the empowerment of poor women in rural areas. In the late 1980s and early 1990s, non-governmental organizations (NGOs) have also taken on an increased role in the area of women's empowerment (Sadik, 1988). NGO's, previously catering to women's health and educational needs have moved beyond this traditional focus to addressing the underlying causes of deprivations through promoting the economic and social empowerment of women. (McNamara: 2003).

#### **DIFFERENT TYPES OF COMMUNITIES ENGAGED HANDICRAFT MISSION AT KUTCH DISTRICT GARASIA EMBROIDERY**

Churi, a long gown worn by the Garasia women radiates the skill and ingenious imagination

of the community women who fashion these for their personal use. Garasia Bharat is a counted thread work, in which crisscross patterns are embellished keeping in rhythm with the warp and weft of the fabric. Yokes of the gown are filled with an assorted range of geometric patterns created with these 'x' shaped crosses and embedded with tiny mirrors. The unique aspect of the embroidery style is the application of colors complimenting the rich red of their traditional garment and use of white to emphasize and outline the patterns. White not only adds in sense of contrast to the color palette but also brings in an elfin playfulness to the entire design and the costume.

#### **ROBBERIES EMBROIDERY**

The Rabari, the largest group, rear cattle, buffalo and camels, sell ghee, weave, and are known for their fine. Rabari women dress in black pleated jackets or open-backed blouses, full black skirts and tie-dyed head cloths, and always wear heavy silver jewellery and ivory bangles around the upper arms. Child marriages are customary among the Rabari. One of these is the prevalence of child marriage. By the age a girl reaches 4 or 5 and a boy 7 or 8, they get married. It may be against the constitutional law of the country, but the Rabaris have their own logic. In the past, like today, the region was dry and harsh.

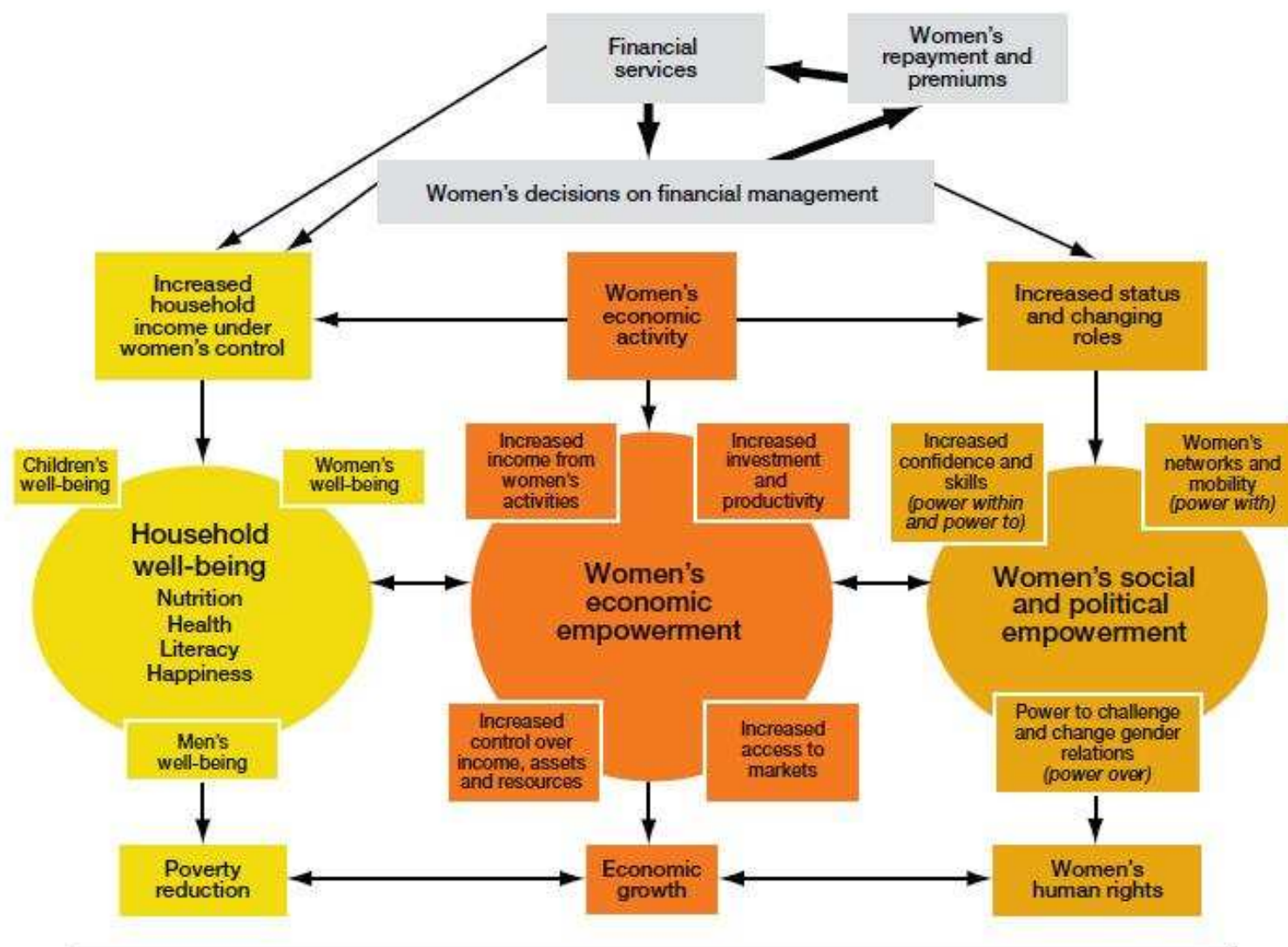
#### **JAT – A NOMADIC SUNI MUSLIM COMMUNITY OF BANNI GRASSLAND IN KUTCH**

Garasia Jat work similarly "belongs" specifically to Garasia Jats, Islamic pastoralists who originated outside of Kutch.

According to another group of historians, Jats were thought to have migrated to Banni via Sindh from Iran as far back as the 5th century, continuing to about 16th century AD. It is believed Jats originated in Greece and arrived in Banni through Germany, Italy, Syria, Iran, Iraq, Afghanistan, Baluchistan and Sindh.



**Microfinance and women's empowerment: virtuous spirals**



**SIGNIFICANT OF STUDY**

Kachchh District is surrounded by the Gulf of Kachchh and the Arabian Sea in south and west, while northern and eastern parts are surrounded by the Great and Small Rann (seasonal wetlands) of Kachchh. In Central Kachchh there are four major east west hill ranges characterized by fault propagation folds with steeply dipping northern limbs and gently dipping southern limbs. From the gradual increasing dimension of the linear chain of hillocks towards the west along the Kachchh mainland fault and the epicenter of the earthquake of 2001 lying at the eastern extreme of Kachchh mainland fault, it is suggested that the eastern part of the Kachchh mainland fault is progressively emerging upward. It can be suggested from the absence of distinct surface rupture both during the 1956 Anjar earthquake and 2001 Bhuj earthquake, that movements have taken place along a blind thrust. The study conducted in the disaster affected area in Kutch

– Bhuj district-, considering the impacts of SHGs on the process of development and empowerment of women.

**OBJECTIVES AND DATA**

A major objective of this Paper was to identify the critical issues of women entrepreneurship in India and discuss the various issues regarding to problems of women entrepreneurship, and empowerment process in Kutch District Gujarat State. The present article is purely based on Primary and secondary data collected through literature/interview scheduled survey. However, the present author criticizes some of these opinions and makes analyses based on the observations and experiences regarding women entrepreneurship and Women Empowerment in Kutch District, Gujarat state.

**RESEARCH DESIGN**

Descriptive research studies are those studies which are concerned with describing the

characteristics of a particular group. The researcher had adopted descriptive research design for the present study in order to describe the characteristics features of members and office bears of self help groups. The researcher had tried to understand the functioning of self help groups, the role of members, and office hours and proceeding with meetings of self Help group, participation of members and office bearers in facing their own social financial, political status and also of their improvement and development in all essential events. Moreover the researcher tried to identify the abilities achieved as a member and office hearers of SHG groups. Hence, the study is considered to be descriptive in nature.

### UNIVERSE & SAMPLES

- ❖ The researcher had applied multistage random sampling to find out the sample from the universe.
- ❖ First stage the Researcher selected Bhuj taluk from Kutch – Bhuj district.
- ❖ At the second stage voluntary organization that have been working for the victims of the earthquake since 2001 particularly for the women using Self-Help Group as a.
- ❖ The third stage PSDT 78 having SHGs were taken by using simple random sampling adopting lottery method PSDT -100 SHGs.
- ❖ In the final stage out of 100 SHGs with 986 members using systematic random sampling the researcher selected 100 members as sample.

### DATA COLLECTION

The researcher went to all the villages Bhuj Taluk to collect data through semi structured interview schedule

The researcher had visited all the selected SHGS and met the members separately in order to collect data. The researcher with the help of animator, cocoordinator, and social workers are able to identify the members of various villages of Bhuj Taluk. The researcher built up a good relationship with them before collecting of data. The members were in a position to esteemed help to the researcher to provide necessary data even during work time.

### OPERATIONAL DEFINITION

#### Disaster

Any sudden happening which causes immense damage to the lives and property of the people which exceeds beyond individual and community capacities.

#### Self Help:

Group which is comprising of more than 10 members and within 20 members that were promoted by PSDT The members were the victims of the Earthquake and apart from regular norms of SHGs to make savings, credit activities also try to persuade each other for other personality development, having conscious awareness on all necessary aspects which enable them to became economically independent and empowered in all levels.

#### Empowerment

Empowerment is a process of awareness and capacity building leading to greater participation, to greater decision-making power and control, and to Transformative action.

#### Women entrepreneur

Women entrepreneur is any women who organizes and manages any enterprise, especially a business. Women entrepreneurs may be defined as a “woman or a group of women who initiate, organize and run a business enterprise”.

### Data Analysis

Table 1

Distribution of the Respondents by their Age

S. No.	Age	No. of Respondents (n :100)	Percentage
1	20-30	26	26
2	31-40	38	38
3	41-50	32	32
4	51-60	4	4

The above table shows that 38 per cent of the respondents are at the age group of 31-40, 32 per cent of the respondents are at the age group of 41-50 and 26 per cent of the respondents are at the age group of 20-30.

**Table 5**  
**Distributions of the Respondents by their Education Qualification**

S. No	Education Qualification	No. of Respondents (n :100)	Percentage
1	Primary	44	44
2	Elementary	3	3
3	High school	4	4
4	Higher secondary	3	3
5	Diploma	31	31
6	Degree	15	15

The above table shows that 44 per cent of the respondents have only primary level education, 31 per cent of the respondents were studied diploma and 15 per cent of the respondents were having degree as their educational qualification.

**Table 6**  
**Distributions of the Respondents by their Occupation**

S. No.	Occupation	No. of Respondents (n :100)	Percentage
1	House wife	66	66
2	Domestic work	12	12
3	Agriculture	10	10
4	Daily labour	6	6
5	Animal raring	1	1
6	Small Enterprise	5	5

The above table demonstrates that 66 per cent of the respondents are only house wife, 12 per cent of the respondents are doing domestic work and 10 per cent of the respondents are doing agricultural work.

**Table 14**  
**Distributions of the Respondents by loan with purpose of Income Generation**

S. No	Utilization of Loan for Income Generation	No. of Responses	Percentage
1	Agriculture	20	17.54
2	Livestock	59	51.75
3	Traders	21	18.42
4	Manufacturing	4	3.52
5	Nothing	10	8.77

The above table indicates that 51.75 per cent of the respondents are doing income generation as livestock, 18.42 per cent of the respondents are doing trade work and 17.54 per cent of the respondents are doing agriculture work.

**Distributions of the Respondents by their activities of education Committee**

S. No.	Activities of federation by education Committee	No. of Responses (n:398)	Percentage
1	House visit to increase school enrollment	71	17.8
2	School visit	87	21.9
3	Meeting the school staff	58	14.6
4	Motivation for regular attendance	64	16.1
5	Monitoring school staff	17	4.3
6	Reporting to Govt. about the school management	10	2.5
7	Participation all the school staff	71	17.8
8	Supporting the school management	20	5

The above table shows that 21.9 per cent of the respondents were involved in School visit and 17.8 per cent of the respondents of from the education committee were Involved in house visit to increase the school enrollment, enhances the participation of School staff and 21.3 per cent of the respondents of education committee are giving Motivation for regular attendance.

**Distributions of the Respondents by their activities of federation in the Health Committee**

S. No.	Activities of federation in the Health Committee	No. of Responses (n:415)	Percentage
1	Collecting health problems	47	11.3

2	Monitoring staff nurse	80	19.3
3	Reporting to Govt. regularly	16	3.9
4	Participation in all the health awareness	76	18.3
5	Motivating community for mobile services	49	11.8
6	Health scheme and ensuring the needy	49	11.8
7	Accompany with the needy women	53	12.8
8	Exchanging the training to group members	45	10.8

The above table shows that 19.3 per cent of the respondents of Health Committee were monitoring the staff nurse, 18.3 per cent of the respondents of Health Committee were participating in the entire health awareness programme and 12.8 percent of the respondents of Health Committee were accompanying with needy women.

#### Cross Tabulation between Nature of family of the Respondents and the Capacity Building Training Programmes through NGO after Joining SHGs

Nature of family	Basic principle of SHG Documentation	SHG Documentation	Finance management	Leadership qualities	Non formal education
Nuclear	35 92.1%	28 73.7%	23 60.5%	34 89.5%	18 47.4%
Joint	48 100.0%	20 41.7%	31 64.6%	45 93.8%	36 75.0%
Others	2 100.0%	0 .0%	2 100.0%	0 .0%	2 100.0%

The above table indicates that the respondents having nuclear family received awareness training programmes through NGO after joining SHGs such as Basic principle of SHG (92.1%), Documentation (73.7%), Finance management (60.5%), Leadership qualities (89.5%) and Non formal education (47.4%). The above table also indicates that the respondents joint family education received awareness training programmes through PSDT after joining SHGs such as Basic principle of SHG (100%), Documentation (41.7%), Finance management (64.7%), Leadership qualities (93.8%) and Non formal education (75%).

#### Cross Tabulation between Educational qualification of the Respondents and the Awareness Training Programmes through NGO after Joining SHGs

Education	Importance of Education	Female education	Career guidance	Tree plantation	Climate Change	Environment Protection	eradication of Drugs	Children Parliament	Family counseling	Youth awareness education	NREGA awareness
Primary	35 87.5%	32 80.0%	9 22.5%	36 90.0%	18 45.0%	8 20.0%	6 15.0%	13 32.5%	19 47.5%	16 40.0%	19 47.5%
Elementary	3 100.0%	1 33.3%	0 0%	1 33.3%	3 100%	3 100%	0 %	2 66.7%	1 33.3%	1 33.3%	1 33.3%
High school	4 100.0%	3 73.0%	3 73.0%	3 73.0%	3 75%	2 50%	3 75%	3 75.0%	3 75%	3 75%	0 0%
Higher sec	2 100.0%	2 100%	2 100%	2 100%	0 0%	0 0%	0 0%	0 .0%	0 0%	0 0%	0 0%
Diploma	21 87.5%	19 79.2%	7 29.2%	18 75.0%	11 45.8%	2 8.3%	3 12.5%	4 16.7%	15 62.5%	4 16.7%	14 58.3%
Degree	14 100.0%	13 92.9%	4 28.6%	13 92.9%	6 42.9%	9 64.3%	9 64.3%	6 42.9%	7 50.0%	6 42.9%	10 71.4%

The above table indicates that of the respondents having primary education received awareness training on importance of education (87.5%), Female education (80%), Career guidance (22.5%), Tree plantation (90%), Climate change (45%), Environment production (20%), Eradication of drugs awareness (15%), Children parliament (32.5%), Family counseling (47.5%), Youth awareness education (40%) and NREGA awareness (47.5%). The above table also indicates that of the respondents having diploma as their educational qualification received awareness training on importance of education (87.5%), Female education (79.2%), Career guidance (29.2%), Tree plantation (75%), Climate change (45.8%), Environmental production (8.3%), Eradication of drugs awareness (12.5%), Children parliament (16.7%), Family counseling (62.5%), Youth awareness education (16.7%) and NREGA awareness (58.3%). The above table indicates that of the respondents having degree as their education received awareness training on importance of education (100%), Female education (92.9%), Career guidance (28.6%), Tree plantation (92.9%), Climate change (42.9%), Environmental production (64.3%), Eradication of drugs awareness (64.3%), Children parliament (42.9%), Family counseling (50%), Youth awareness education (42.9%) and NREGA awareness (71.4%).

### Major Findings

There were 26.2 per cent of the respondents attended training program on basic principles of SHG, 24.4 per cent of the respondents attended the leadership qualities programme, 17.3 per cent of the respondents attended financial management and non-formal education and 14.8 per cent of the respondents attended the documentation programmes through PSDT.

There were 30.9 per cent of the respondents attended the health and nutrition education awareness training, 24.7 per cent of the respondents tended the capacity building training and income generation training programmes.

There were 21.9 per cent of the respondents of education committee were involved school visit. There were 19.3 per cent of the respondents of Health Committee were

monitoring the staff nurse, 18.3 per cent of the respondents of Health Committee were participating in the entire health awareness programme. There were 19.3 per cent of the respondents of Livelihood Committee were Participation in the entire training program, 18.3 per cent of the Marketing of new distribution may involve training or community development skills. There is need to evolve training packages for entrepreneurship development to enable rural women as successful business managers and sustaining micro-enterprises. In this task, role of NGO's, Panchayats, Women's organizations etc. may be enhanced to impart training, skill development and technical knowledge.

### Suggestions

- More research should be carried out to assess the impact of micro-credit through SHG's. The impact assessment should be more focused on socioeconomic empowerment of members, social change, dynamics of groups, business, leadership, promotion of viable micro enterprises etc.
- Social capability building programmes should be organized from time to time to train the NGO's activists, volunteers, Panchayat representatives, members of youth clubs etc.
- to promote small savings and women's active and positive role in development process, ensuring their rights, entitlements and due share in developmental benefits.
- Regulation of micro-financial services is necessary, which helps in long-term sustainability. The interests of small savers, ensuring proper terms of Credit, instilling financial discipline and having a proper reporting and supervision system should put in place.
- The key elements in the survival and sustainability of the SHG's should naturally be built on those elements that have brought the group together

### Concluding Remarks

Women are an important human resource of the nation and every state should try



to utilize them as mediators of economic growth and development. Encouragement for women entrepreneurship is one of the ways for that. But unfortunately it is seen that the traditional mind set of the society and negligence of the state and respective authorities are important obstacles in the women entrepreneurship development in India. Apart from the responsibility of the state and society, absence of a definite agenda of life, absence of balance between family and career obligations of women, poor degree of financial freedom for women, absence of direct ownership of the property to women, paradox of entrepreneurial skill & finance in economically rich and poor women, no awareness about capacities, low ability to bear risks, problems of work with male workers, negligence by financial institutions, lack of self-confidence, lack of professional education, mobility constraints and lack of interaction with successful entrepreneurs are major problems of women entrepreneurship development in India. Therefore, there is need of continuous attempt to inspire, encourage, motivate and co-operate with women entrepreneurs, awareness programmes should be conducted on a mass scale with the intention of creating awareness among women about the various areas to conduct business.

### References

1. European academic research, vol. i, issue 2/ May 2013 186.
2. Vijay Singh N.P. 1986. "Successful women entrepreneurs – their identity, expectations and Problems." National Institute for Entrepreneurship and Small Business Development, New Delhi.
3. Singh, Ranbir and Raghuvanshi Nisha. 2012. "Women Entrepreneurship Issues, Challenges and Empowerment through Self Help Groups: An Overview of Himachal Pradesh." *International Journal of Management Research and Review*, 2(1): 77-90.
4. Ashish, Mathur. 2011. "Women Entrepreneurs in the Indian Agricultural Sector." *ZENITH International Journal of Vijay Kumbhar – Some Critical Issues of Women Entrepreneurship in Rural India*.
5. "About NAWBO." National Association of Women Business Owners. Available from <http://www.nawbo.org/about/index.php>. Retrieved on 17 April 2006.
6. Fisher, Anne. "Which Women Get Big? When it comes to building large businesses, women lag far behind men—but that's changing fast." *Fortune Small Business*. 1 April 2006.
7. Gee, Sharon. "NAWBO Getting Serious About Women's Business." *Birmingham Business Journal*. 11 August 2000.
8. Sood, S.K., Arora Renu, "Women Entrepreneurs", fundamentals of Entrepreneurship & Small Business.
9. Dhameja S.K. (2002) Women Entrepreneurs, Opportunity, Performance, Problems, Deep Publications (P) Ltd. New Delhi.
10. Sharma Sheetal (2006) "Educated Women, Powered Women" Yojana Volume 50.
11. Reddy P.N. Industrial Entrepreneurship in Small Scale Industries. Delta Publishing House, New Delhi 1998.

## EATING PROBLEMS AMONGST ADOLESCENTS

**Ms. J. Beula, M.A(SW), B.Ed., M.Phil., NET**

*Asst. Professor, Dept. of Social Work, Stella Maris College, Chennai-86.  
No: 7, Balavinayagar Street, Ganapathy Nagar, Ekkatuthangal, Chennai.*

### ABSTRACT

*Adolescence is a period of transition as well as a crucial period. Numerous changes occur during this period both physical and psychological. Adolescents have certain characteristics that distinguish it from the periods that preceded it and the periods that will follow it. Psychosocial problems crop up during this period and manifest in various forms, as a result of psychosocial problems emotional eating has become common in adolescents. Stress, anger, sadness, being bored, adolescents take comfort in eating food. Eating problems can affect adolescents and older children. Often, an eating disorder develops as a way for an adolescent to feel in control about what's happening in their life. While adolescents with eating disorders focus on food, weight and shape, there are nearly always underlying issues being masked by the eating disorder, as well as addressing the behavioural aspects of the eating disorder, such as restrictive eating or over-exercising, it is important that the underlying issues are also dealt with. A study on psychosocial problems related to eating practices based on gender amongst 150 school going adolescents revealed that irrespective of gender both male and female respondents had eating problems. Media and certain magazines influences the adolescents to a larger extent. Some of the adolescents have a negative body image. A positive or a healthy body image is necessary from childhood which lays the foundation for good physical and mental health and well-being, and healthy eating practices, awareness on the right kind of food is important during these adolescent years, to enable them to grow as "Physically fit, mentally vibrant and socially responsible individuals".*

**Key words:** *Adolescents, Psychosocial problems, eating problems.*

### Introduction

"Your food will be your medicine" - Hippocrates Adolescence is a transitional stage of physical and psychological human development that generally occurs during the period from puberty to legal adulthood (age of majority). Stanley Hall has pointed out this period as a period of "storm and stress". Adolescents get into a lot of problems during this period. Body image gains importance during the adolescent period. Many adolescents succumb to peer pressure.

Adolescence is a vulnerable group. Adolescents experience some role identity diffusion- most boys and probably most girls experiment with minor delinquency; rebellion flourishes; self-doubts flood the youngster, and so on. Erikson believes that during successful early Adolescence, mature time perspective is developed; the young person acquires self-certainty as opposed to self-consciousness and self-doubt. She/He comes to experiment with different - usually constructive - roles rather than adopting a "negative identity" (such as delinquency). She/He actually anticipates

achievement, and achieves, rather than being "paralyzed" by feelings of inferiority or by an inadequate time perspective. In later Adolescence, clear sexual identity - manhood or womanhood, is established. The Adolescent seeks leadership (someone to inspire him), and gradually develops a set of ideals (socially congruent and desirable, in the case of the successful adolescent). They can experiment, trying various roles, and thus hopefully find the one most suitable for them. Adolescents bodies are undergoing many changes that it is easy to understand why they may be pre-occupied with their appearance and their body image. Both boys and girls experience growth spurts. Adolescents are very susceptible to criticism, teasing or negative comments. Some of them lose confidence in their appearance if they receive negative or insulting looks racial or ethnic features, physical abilities or body changes associated with puberty.

Adolescents – young people between the ages of 10 and 19 years – are often thought of as a healthy group. In addition, many serious diseases in adulthood have their roots in adolescence. For example, tobacco use, sexually

transmitted infections including HIV, poor eating and exercise habits, lead to illness or premature death later in life-WHO.

### **Identity development**

Identity development is a stage in the adolescent life cycle. The search for identity begins in the adolescent years. During these years, adolescents are more open to 'trying on' different behaviours and appearances to discover who they are, but, developing and maintaining identity (in adolescent years) is a difficult task due to multiple factors such as family life, environment, and social status. The two main aspects of identity development are self-clarity and self-esteem. Since choices made during adolescent years can influence later life, high levels of self-awareness and self-control during mid-adolescence will lead to better decisions during the transition to adulthood. Researchers have used three general approaches to understanding identity development: self-concept, sense of identity, and self-esteem.

### **Self Concept**

The idea of self-concept is known as the ability of a person to have opinions and beliefs that are defined confidently, consistent, and stable. Early in adolescence, cognitive developments result in greater self-awareness, greater awareness of others and their thoughts and judgments, the ability to think about abstract, future possibilities, and the ability to consider multiple possibilities at once. As a result, adolescents experience a significant shift from the simple, concrete, and global self-descriptions typical of young children; as children, they defined themselves with physical traits whereas as adolescents, they define themselves based on their values, thoughts and opinions.

### **Emotional Development**

Emotional development is very important among adolescents. The indicators of emotional development are:

- has a better sense of self.
- becomes gradually and more emotionally stable.
- has thoughts about his or her purpose in life.
- has pride in his or her work.

### **Body Image**

Body image problems can become a sign for other problems. Some adolescents are satisfied with how they look and feel confident about their appearance, others are more self-critical and come up lacking when comparing their features with others. Extreme dissatisfaction with body image can lead to depression. Some adolescents may begin to diet or exercise excessively, lose weight rapidly, refuse to eat enough food to maintain a healthy weight. Some others engage in binge eating. Girls who felt negatively about their bodies in early adolescence were more likely to develop eating disorders, two years later than their counterparts who did not feel negatively about their bodies (Attie & Brokes-Gunn, 1989). Another study revealed that adolescent girls with an eating disorder rated their physical appearance lower and the importance of physical appearance higher than their adolescent counterparts who did not have an eating disorder (Kirch & Others, 2007).

### **Self esteem**

Adolescence is a turbulent time for any teenager. Adolescence is also a time of identity development. The peer pressure can lead even the most well-balanced teen off track, however, good self esteem is something you can actually have control over. Building self esteem in adolescents will quite literally, give them the self confidence needed to develop into loving, responsible, well-adjusted adults.

### **Psycho-Social problems**

Psycho-Social problems refer to the Psychological and the social factors that influence mental health. Social influences such as peer pressure, parental support, cultural and religious background, socio-economic status, and interpersonal relationships all help to shape personality and influence personality development. The term psychosocial problems reflects both the undercontrolled, externalizing or behavioural problems such as conduct disorders, educational difficulties, avoidance behaviour substance abuse, and hyperactivity. The emotional problems have been relatively neglected compared with behavioural problems because these are not easy to be detected by parents or teachers.

### **Parenting**

Healthy eating habits should start from home. In this fast paced world where it has become a necessity for the parents to work long hours to make both the ends meet, directly or indirectly has given way towards encouraging fast food culture, not cooking at home due to lack of time buying food from outside or eating outside has become very common, Children/adolescents also buy food in the canteen, or buy snacks outside, as a result of which they have caught into wrong eating habits. Snacks like potato chips and other, fried items, sold in shops, carbonated drinks -cause obesity due to lack of exercise and sedentary life style. Adolescents who reported to have observed more healthy eating practices and exercise by their parents had more healthy eating patterns and exercised more themselves (Pakpreo & Others, 2005). Negative parent-adolescent relationships were linked with increased dieting by girls over a one-year period (Archibald, Graber & Brooks-Gunn, 1999).

### **Role models and Media**

Girls who were highly motivated to look like models in the media were more likely than their peers to become very concerned about their weight (Field and Others, 2001). Watching commercials with idealized thin female images increased adolescent girls dissatisfaction with their bodies (Hargreaves & Tiggemann, 2004).

### **Eating Habits**

When a person eats healthy food, like one of their daily food groups in the food pyramid- grain, poultry, dairy, and etc., they will be able to have enough strength and energy to last them a whole day. When a person keeps his or her body strong, well, and clean, they are being healthy. In order to be healthy, the person will have to eat the right kind of food, exercise daily, take a shower, keep him/herself clean, and stay well. People who are healthy are likely to have the background of being and staying drug free. Junk food is not one of the things people eat to be healthy. Eating junk food affects one's body and can cause sickness.

In order for a person to be healthy and stay healthy, they have to exercise daily, eat the right kinds of food, staying clean, and that person would feel good about themselves in the inside and outside. In the inside, they will feel good about themselves. That person won't be worrying about their weight or how their appearance may look like because they feel beautiful in the inside just by staying healthy. In the outside, the person will feel good and strong. They will have a positive self-esteem about themselves. They can be able to do or achieve anything that comes into the person's way without having negative thoughts. If a person were to eat a lot of junk food, drink a lot of soft drinks, and do things that could destroy their health, they are destroying their body. If they don't eat the right kinds of food, exercise daily, and stay clean, they could kill themselves faster and they could easily catch a sickness and die from it, because they don't have enough strength to fight the sickness. In their mind, they will have negative thoughts and not positive thoughts. They will put themselves down and also everyone around them, including their loved ones. They won't have the strength to do anything, except just sleep, eat, and talk. In other words, they will become very lazy, because they won't have enough energy to do anything. So, in order to stay healthy, we have to eat the right kinds of food, exercise daily, and stay clean so that we can feel good about ourselves inside and outside. If we don't eat healthy and stay healthy, one might become lazy or catch a sickness really fast and die.

### **Energy and nutrient Needs**

Energy needs of adolescents are influenced by activity level, basal metabolic rate, and increased requirements to support pubertal growth and development. Basal metabolic rate is closely associated with the amount of lean body mass. Adolescent males have higher caloric requirements since they experience greater increases in height, weight, and lean body mass than females. Due to the wide variability in the timing of growth and maturation among adolescents, they should go by the estimate of total daily caloric recommendation, nutrition and physical growth are integrally related

optimal nutrition is a requisite for achieving full growth potential. The physical changes of adolescence have a direct influence on a person's nutritional needs. Teenagers need additional calories, protein, calcium and iron.

### **Calorie requirements during Adolescence**

Adolescents need additional calories, protein, calcium and iron to provide energy for growth and activity. Boys ages 11 to 18 need between 2,500 and 2,800 calories each day. Adolescent girls need approximately 2,200 calories each day. This is significant increase from childhood requirements. To met these calorie needs, teens should choose a variety of healthful foods such as lean protein sources, low-fat dairy products, whole grains, fruits and vegetables.

### **According to National institute of anorexia and associated disorders-General**

- ❖ Almost 50% of people with eating disorders meet the criteria for depression.
- ❖ Only 1 in 10 men and women with eating disorders receive treatment. Only 35% of people that receive treatment for eating disorders get treatment at a specialized facility for eating disorders.
- ❖ Up to 24 million people of all ages and genders suffer from an eating disorder (anorexia, bulimia and binge eating disorder) in the U.S.
- ❖ Eating disorders have the highest mortality rate of any mental illness.

### **Students**

- ❖ 91% of women surveyed on a college campus had attempted to control their weight through dieting. 22% dieted "often" or "always."
- ❖ 86% report onset of eating disorder by age 20; 43% report onset between ages of 16 and 20.
- ❖ Anorexia is the third most common chronic illness among adolescents.
- ❖ 95% of those who have eating disorders are between the ages of 12 and 25.
- ❖ 25% of college-aged women engage in bingeing and purging as a weight-management technique.

- ❖ The mortality rate associated with anorexia nervosa is 12 times higher than the death rate associated with all causes of death for females 15-24 years old.
- ❖ Over one-half of teenage girls and nearly one-third of teenage boys use unhealthy weight control behaviors such as skipping meals, fasting, smoking cigarettes, vomiting, and taking laxatives.
- ❖ In a survey of 185 female students on a college campus, 58% felt pressure to be a certain weight, and of the 83% that dieted for weight loss, 44% were of normal weight.

### **Men**

- ❖ An estimated 10-15% of people with anorexia or bulimia are male.
- ❖ Men are less likely to seek treatment for eating disorders because of the perception that they are "woman's diseases".

### **Media, Perception, Dieting**

- ❖ 95% of all dieters will regain their lost weight within 5 years.<sup>3</sup>
- ❖ 35% of "normal dieters" progress to pathological dieting. Of those, 20-25% progress to partial or full-syndrome eating disorders.
- ❖ The body type portrayed in advertising as the ideal is possessed naturally by only 5% of American females.
- ❖ 47% of girls in 5th-12th grade reported wanting to lose weight because of magazine pictures.
- ❖ 69% of girls in 5th-12th grade reported that magazine pictures influenced their idea of a perfect body shape.
- ❖ 42% of 1<sup>st</sup>-3<sup>rd</sup> grade girls want to be thinner (Collins, 1991).
- ❖ 81% of 10 year olds are afraid of being fat (Mellin et al., 1991).

Eating disorders in children and teens cause serious changes in eating habits that can lead to major, even life threatening health problems. Anorexia, a condition in which a child refuses to eat adequate calories out of an intense and irrational fear of becoming fat Bulimia, a condition in which a child grossly overeats

(binging) and then purges the food by vomiting or using laxatives to prevent weight gain.

Binge eating, a condition in which a child may gorge rapidly on food, but without purging. In children and teens, eating disorders can overlap. For example, some children alternate between periods of anorexia and bulimia. Eating disorders typically develop during adolescence or early adulthood. However, they can start in childhood, too. Females are much more vulnerable. Only an estimated 5% to 15% of people with anorexia or bulimia are male. With binge eating, the number rises to 35% male.

#### **According to DSM1V-TR criteria for Anorexia nervosa is**

- Refusal to maintain body weight at or above a minimally normal weight for age and height: Weight loss leading to maintenance of body weight <85% of that expected or failure to make expected weight gain during period of growth, leading to body weight less than 85% of that expected.
- Intense fear of gaining weight or becoming fat, even though under weight.
- Disturbance in the way one's body weight or shape are experienced, undue influence of body weight or shape on self evaluation, or denial of the seriousness of the current low body weight.
- Amenorrhea (at least three consecutive cycles) in post menarchal girls and women. Amenorrhea is defined as periods occurring only following hormone (e.g., estrogen) administration.

#### **Types**

- Restricting type: During the current episode of anorexia nervosa, the person has not regularly engaged in binge-eating or purging behavior (self-induced vomiting or misuse of laxatives, diuretics, or enemas).
- Binge-eating–purging type: During the current episode of anorexia nervosa, the person has regularly engaged in binge-eating or purging behavior (self-induced vomiting or the misuse of laxatives, diuretics, or enemas).

Adapted from American Psychiatric Association: Diagnostic and Statistical Manual of Mental Disorders, 4<sup>th</sup> ed, text rev. Washington, DC, American Psychiatric Association, 2000.

#### **Anemia**

An estimated one-third of anorexic patients have mild anemia (low red blood cell count). Anemia makes the oxygen transporting units within the blood useless and can lead to fatigue, shortness of breath, increased infections, and heart palpitations. The type of anemia found in people with eating disorders is Vitamin Deficiency Anemia. This type of anemia, occurs when the body lacks appropriate levels of vitamin B-12. Vitamin B-12 is necessary to create red blood cells and ensure proper working of the body's nervous system. Those with intestinal disorders, autoimmune disorders or an eating disorder often develop this type of anemia. Vitamin deficiency anemia has been known to cause numbness in hands and feet, memory loss and vision complications.

Doctors suspect a combination of biological, behavioral, and social factors. For instance, young people may be influenced by cultural images that favor bodies to underweight to be healthy. Also, many children and teenagers with eating disorders struggle with one or more of the following problems:

- distress
- fear of becoming overweight
- feelings of helplessness
- low self-esteem

To cope with these issues, children and adolescents may adopt harmful eating habits. In fact, eating disorders often go hand-in-hand with other psychiatric problems such as the following:

- anxiety disorders
- depression
- substance abuse
- The dangers of eating disorders

#### **Symptoms of eating disorders**

Symptoms that should always be investigated further include:

- rapid weight loss or weight gain
- changes in weight, shape or behaviour around food
- excessive physical activity

- feelings of unhappiness with body shape and size
- periods ceasing in girls (although this may not always occur).

### Types of eating disorders

The main types of eating disorder include:

- **anorexia nervosa** – characterised by restricted eating, loss of weight and a fear of putting on weight
- **bulimia nervosa** – periods of bingeing on high-kilojoule foods (often in secret), followed by attempts to compensate by over-exercising, vomiting, or periods of strict dieting. The bingeing is often accompanied by feelings of shame and being ‘out of control’
- **eating disorders not otherwise specified (EDNOS)** – which is the largest group of eating disorders and includes disorders such as binge eating disorder.

### Risk factors for eating disorders

Many factors might influence an adolescent to develop an unhealthy eating pattern or to become fearful about gaining weight. These factors may be social or environmental, interpersonal, biological or familial. Often, a combination of things may trigger an eating disorder in an otherwise vulnerable person.

#### Personality risk factors

Personality factors that make a person more at risk of developing an eating disorder may include:

- low self-esteem
- perfectionism
- difficulties expressing feelings like anger or anxiety
- Pleasing people
- difficulties being assertive with others
- fear of adulthood.

#### Social or environmental risk factors

Social or environmental risk factors in the development of an eating disorder may include:

- being teased or bullied
- a belief that high expectations from family and others must be met

- major life changes such as family break-up, or the accumulation of many minor stressors
- peer pressure to behave in particular ways
- a parent or other role model who consistently diets or who is unhappy with their body
- media and advertising images of the ‘perfect’ body
- a cultural tendency to judge people by their appearance.

### Eating Problems affect both sexes

Girls and boys can experience different social pressures about how they should look. Primary-school-age children are not immune to these pressures, and their attitudes and behaviours reflect adult concerns. Like many adult females, some girls want to lose weight and be thin and, like many adult males, some boys want to lose body fat, but increase muscle mass. Some boys try to meet unrealistically thin standards.

### Early warning signs of eating disorders

Adolescents can become fussy about particular foods or lose weight for lots of reasons, but it is important to get any concerns checked out.

Some signs that a young person might have an eating disorder are:

- rapid weight loss
- an intense fear of gaining weight
- denial of being hungry
- deceptive behaviour around food – for instance, throwing out or hiding school lunches
- avoiding food and eating in social situations
- compulsive exercising and a need to be active all the time
- eating in secret
- cutting out particular food groups, such as meat or dairy products
- developing food rituals – such as always using the same bowl, cutting food up into tiny pieces or eating very slowly
- behavioural changes – such as social withdrawal, irritability or depression
- sleep disturbance.

### Dieting increases the risk of developing eating disorders

Dieting is common among adolescents. Eating disorders such as anorexia or bulimia nervosa can be triggered by weight loss dieting. A person who crash diets (severely restricts calories for a period of time), substantially increases their risk of developing an eating disorder. Adolescents should not be encouraged to 'diet'.

A study on Psychosocial problems related to eating practices amongst 150 adolescents (both gender) studying +1 in a Corporation School (Higher Secondary) was conducted, using the Eating Attitudes Test (EAT-26) by the author. The (EAT-26) developed by Garner & Garfinkel (1979) is probably the most widely used standardized measure of symptoms and concerns characteristics of eating disorder.

**Table 1: Weight and Eating Practices**

Weight	Sex							
	Female				Male			
	Non cases		Cases		Non cases		Cases	
	Freq	Percent	Freq	Percent	Freq	Percent	Freq	Percent
40-45	17	40.4	15	45.4	7	18	6	17
45-50	14	33.3	11	33.3	12	31	4	11
50-55	10	24	6	18.1	6	15	4	11
Above55kg	1	2.3	1	3	14	36	22	61
<b>Total</b>	<b>42</b>	<b>100.0</b>	<b>33</b>	<b>100.0</b>	<b>39</b>	<b>100.0</b>	<b>36</b>	<b>100.0</b>

The above table shows a gender based comparison on weight and eating practices. Majority of the female respondents 45% who were between 40-45Kgs had eating problems such as dieting or not eating when hungry, and a majority of male respondents 61% who were above 55Kgs had unhealthy Eating practices such as binge eating and Pre-occupation with food.

The findings revealed that irrespective of gender both Male and female respondents has problems.

### Suggestions

#### Tips for parents - to encourage healthy eating habits for good health

- Adolescents should understand that Eating disorders are about feelings, not food.
- Changes in behaviour with food, or feeling unhappy with body shape and size, could signal that a child is having emotional, social or developmental difficulties.
- Children learn by imitating, so parents, teachers and other adults can help prevent eating disorders by setting good examples. Encourage reasonable eating habits.

- Talk to adolescents about how diet can affect his or her health, appearance and energy level. Encourage your teen to eat when he or she is hungry. Make a habit of eating together as a family.
- Discuss media messages. Television programs, movies, websites and other media might send your adolescents the message that only a certain body type is acceptable.
- Promoting a healthy body image is important. Talk to your adolescent about his or her self-image and offer reassurance that healthy body shapes vary. Do not allow hurtful nicknames or jokes based on a person's physical characteristics. Avoid making comments about another person based on his or her weight or body shape.
- Foster self-esteem. Respect your teen's accomplishments, and support his or her goals. Listen more. Look for positive qualities in y such as curiosity, generosity and a sense of humor. Remind your adolescent that your love and acceptance is unconditional — not based on his or her weight or appearance.



- Share the dangers of dieting and emotional eating. Explain that dieting can compromise your teenagers nutrition, growth and health, as well as lead to the development of binge-eating over time. Remind teenagers that eating or controlling his or her diet isn't a healthy way to cope with emotions. Instead, encourage your teen to talk to loved ones, friends or a counselor about problems he or she might be facing.
- Use food for nourishment — not as a reward or consequence. Resist the temptation to offer food as a bribe. Similarly, don't take away food as a punishment.
- Parents should remember the importance of setting a good example themselves. Constantly dieting, using food to cope with your emotions or talking about losing weight, one might have a hard time encouraging the teenager to eat a healthy diet or feel satisfied with his or her appearance. Instead, make conscious choices about the lifestyle and take pride in your body.
- The family doctor can reinforce the messages given to teenager's at home, as well as help identify early signs of an eating disorder.
- The doctor can look for unusual changes in the teenager's body mass index or weight percentiles during routine medical appointments. The doctor can talk to teenager's about his or her eating habits, exercise routine, and body image. If necessary, he or she can refer the teenager to a mental health provider.
- Seeking help for teenagers eating disorders.
- Encourage your teen to open up about his or her problems and concerns.
- The doctor can assess the adolescents risk of an eating disorder, as well as order urine tests, blood tests or other tests to detect complications.
- If adolescents are diagnosed with an eating disorder, treatment will likely involve a type of family therapy that helps you work with your child to improve his or her eating habits, reach a

healthy weight, and manage other symptoms. Sometimes medication is prescribed to treat accompanying mental health conditions, such as depression, anxiety or obsessive-compulsive disorder. In severe cases, hospitalization might be needed.

- Whatever may be the treatment plan, early intervention can help speedy recovery.

### **How parents and teachers can help**

Children are great imitators, so parents, teachers and other adults can play an important role to help prevent eating disorders and promote positive body image in young children.

### **Importance of Fostering a healthy relationship with food**

Encourage older children and adolescents to develop a healthy relationship with food if one can:

- Trying not to label foods as 'good' or 'bad' – this sets up cravings and feelings of guilt when the 'bad' foods are eaten.
- Avoidance of using food as bribes or punishment.
- Accepting that children are likely to have different eating habits from adults – for instance, adolescents may require more food more frequently during the day or may go through periods of liking or disliking particular foods.
- Not allowing crash diet and not to try to putting children on a diet.
- Allowing children/Adolescents to eat when they are hungry and stop when they are full.
- Awareness on nutrition and balanced diet is important.
- Healthy eating habits should be encouraged.

### **Encouraging older children and adolescents to feel good about their bodies-**

- There are lots of ways to help children feel good about their bodies, including:
- Encouraging adolescents to accept their body.
- Making a positive effort to portray one's own body as functional and well-designed.

- Demonstrating healthy eating and sensible exercise.
- Never to criticise or tease children/adolescents about their appearance.
- Encouraging sport and regular exercise to help maintain your child’s healthy weight and foster their body confidence.
- Encouraging exercises, aerobics, for better health.

**Encouraging self-esteem**

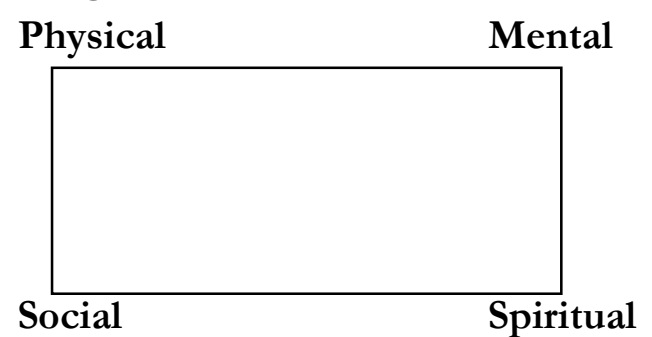
A strong sense of identity and self-worth is important to help older children and adolescents cope with life pressures.

- Helping them to develop effective coping strategies.
- Encouraging them to express their needs and wants, to make decisions (and cope

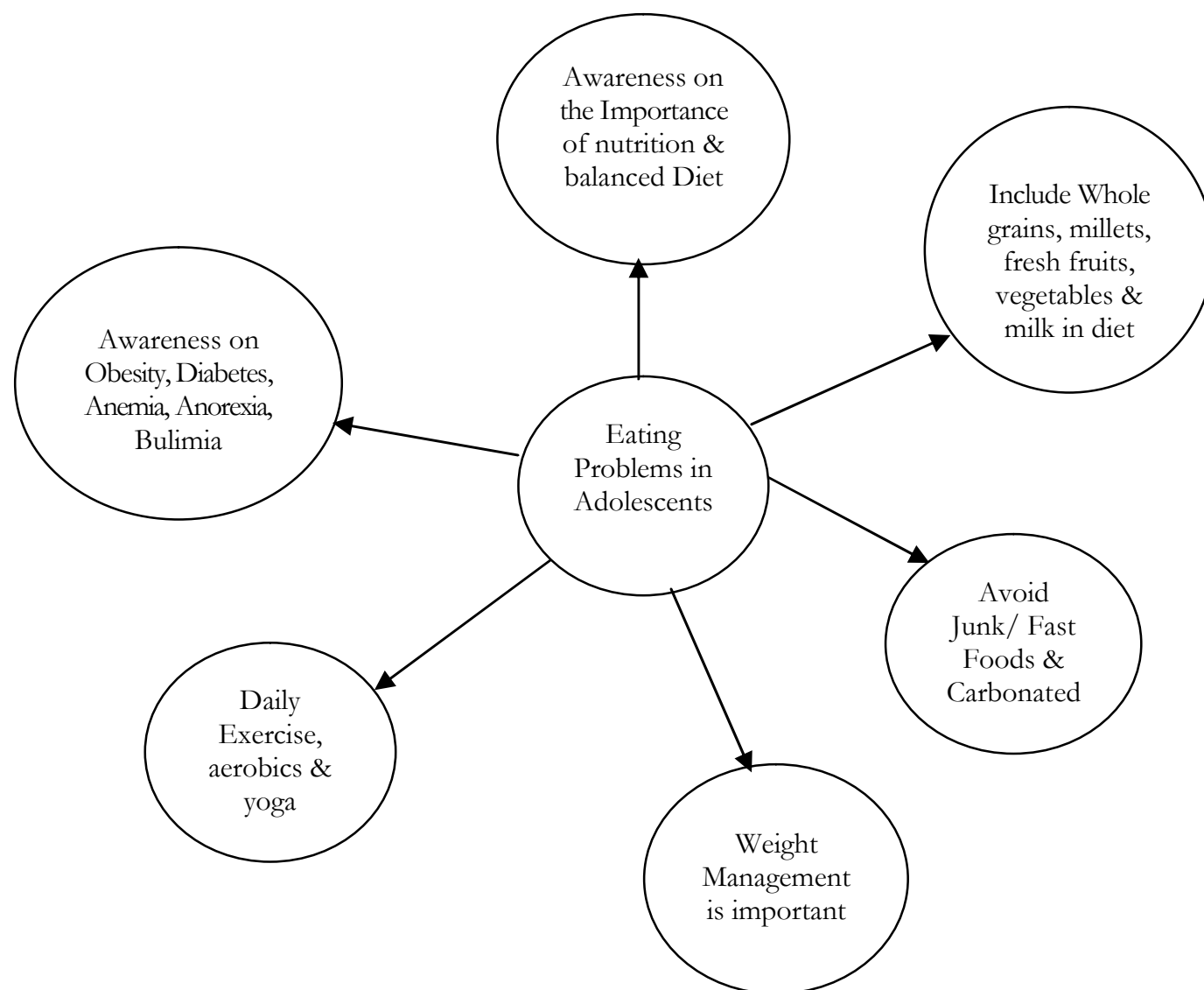
with the consequences) and to pursue things they are good at.

- Allowing them to say ‘no’. Encouraging them to be assertive if they feel they have been mistreated.
- Helping them develop a critical awareness of the images and messages they received from television and magazines.

**Fig. 1. Model for Wellness**



**Fig. 2. Model for health**



**Conclusion**

Eating disorders have become an increasing problem. The percentage of adolescents who have become overweight is also on the increase

Being obese in adolescence is linked with being obese in adulthood. Both heredity and environment factors are involved in obesity. Right from childhood parents and teachers should teach

children the importance of a healthy balanced diet. Avoiding junk foods is very important. Millets are packed with nutrients and can be taken in required quantities. Encourage adolescents to eat organically grown varieties and avoid BT modified varieties, because they have their own disadvantages. Follow the food pyramid. Include adequate quantities of fruits and vegetables. Avoid carbonated drinks, beverages such as tea and coffee-targeted towards the youth, either hot or cold avoid them instead substitute it with milk, buttermilk, tender coconut or fresh fruit juice. Eating healthy, being active, and feeling good about oneself are the key ingredients to having a healthy lifestyle.

### **Bibliography**

#### **Books**

1. Bhatia. K.S. 1976 - Health, A text book for Secondary Schools-CBSE, Frank Bros Co, New Delhi.
2. Adolescence - a Social psychological analysis - IIIrd Edition. Hans Sebald-prentice Hall, New Jersey.
3. Adolescence-John. W. Santrock, 12<sup>th</sup> Edition, University of Texas at Dallas, McGraw Hill Higher Education, Beth Ann Mejia.

#### **Websites**

- [www.wikihow.com/Keep-Healthy](http://www.wikihow.com/Keep-Healthy)
- [www.who.int/dietphysicalactivity/](http://www.who.int/dietphysicalactivity/)
- [thisibelieve.org/essay/99356/](http://thisibelieve.org/essay/99356/)
- [www.betterhealth.vic.gov.au/.../ten\\_tips\\_to\\_stay\\_mentally\\_healthy?...](http://www.betterhealth.vic.gov.au/.../ten_tips_to_stay_mentally_healthy?...)
- [www.nhlbi.nih.gov/health/public/heart/obesity/wecan/.../calreqtips.pdf](http://www.nhlbi.nih.gov/health/public/heart/obesity/wecan/.../calreqtips.pdf)
- [www.humanillnesses.com/Behavioral-Health-A-Br](http://www.humanillnesses.com/Behavioral-Health-A-Br)
- **Body-age.html**[www65.homepage.villanova.edu/patrick.markey/body%20image%20chapte...PDF](http://www65.homepage.villanova.edu/patrick.markey/body%20image%20chapte...PDF)
- [filewww.sciencedirect.com/science/article/pii/B9780123739513000053](http://filewww.sciencedirect.com/science/article/pii/B9780123739513000053)
- [en.wikipedia.org/wiki/Adolescence](http://en.wikipedia.org/wiki/Adolescence)
- [raising children.net.au](http://raisingchildren.net.au)
- [http://www.ehow.com/how\\_5640683\\_build-self-esteem-adolescents.html](http://www.ehow.com/how_5640683_build-self-esteem-adolescents.html)

# A STUDY ON WORKERS PARTICIPATION IN MANAGEMENT AT AAVIN, TRICHIRAPPALLI DISTRICT CO-OPERATIVE MILK PRODUCERS, UNION LTD.

**Mrs. A.N. Christy, M.Com., M.Phil.,\***

*\*Asst. Prof. Dept. of Commerce, Bon Secours College for Women, Thanjavur*

&

**Mrs. U. Priya, M.Com., M.Phil., DCAcc., Ph.D.,\*\***

*\*\*Asst. Prof. Dept. of Commerce, Bon Secours College for Women, Thanjavur*

## ABSTRACT

*Workers' participation in management is an essential ingredient of Industrial democracy. The concept of workers' participation in management is based on Human Relations approach to Management which brought about a new set of values to labour and management.*

*Workers' participation in management implies mental and emotional involvement of workers in the management of Enterprise. It is considered as a mechanism where workers have a say in the decision-making.*

*Participation refers to the mental and emotional involvement of a person in a group situation which encourages him to contribute to group goals and share the responsibility of achievement.*

*It is also known as labour participation or employee participation in the management. The international labour organization has been encouraging member nation to promote the scheme of workers participation in management. It provides scope for the employees in decision making of the organization and includes the willingness to share the responsibility of the organization by the workers.*

*This study helps to understand the relationship between workers & management at Aavin, Trichirappalli District Co-operative milk producers, Union ltd.*

## INTRODUCTION

Within the last four decades in the realm of human resource management, the technique of workers participation in management has been regarded as a powerful behavioral tool managing the Industrial Relation system.

Ever since independence, India has been aiming at establishing a socialistic pattern of society. In such a society, everyone must be given equal opportunities to participate in the affairs of the administration of the society. Mere abundance of capital without the art of using it with discipline, frugality (thrift) and know how is of no use. Therefore, capital which is found to be in abundance with the public sector must be combined with the discipline and technical knowledge of the private sector in order to set up a joint sector enterprise. This is said to be the essence of mixed economy.

Any trade or manufacturing activity requires capital, labour, skill and above all commitment to do the work within time. A finished product will roll out, only when there is

a combined effort of labour and capital work together According to Gandhi, workers and managers are the two eyes of an industrial organization. Further, there must be a trusteeship type of relation between an employer and employees reposing confidence on each other so as to be accountable to the community to which they have to serve.

There are 2 distinct groups of people in an undertaking viz., managers and workers performing respectively two separate sets of function which are known as managerial and operative. The basic distinction between those who occupy managerial positions and workers is that managers are held accountable for the work of their subordinates, while workers are accountable only for their work. The extent to which workers may rise to become managers is though an important point, but is quite distinct from whether workers may take part in managerial functions.

**Participation may take two forms, it may be**

- (1) Ascending participation
- (2) Descending participation.

In case of ascending participation, the workers may be given an opportunity to influence managerial decisions at higher levels through elected representatives to joint councils or the board of directors of the company. But in descending participation, they may be given more powers to plan and to make decisions about their own work (e.g. delegation and job enlargement). This form of participation is quite popular in many organizations.

**STATEMENT OF PROBLEM**

The, poor attitudes in a group are the result of frustration and can be turned around with a little participation. A leader needs to create an environment that encourages employees to help solve problems. A key element is the energies on improving the areas that are important to you and to them. The employers should not make the common mistake of trying to make their employees work harder alone. Employee Involvement programs have the advantage of building on the knowledge and capabilities of employees themselves. One could say that employees have been an untapped resource for too long and that it's high time that the worth of employee ideas and contributions. As unions' own successes with such programs demonstrate, there is nothing inconsistent with formal representation and an Employee Involvement effort ~ one look at the epitome of Employee Involvement programs, ownership of a company through an Employee Stock Ownership Plan, demonstrates this fact. And, as a factual matter, there is no basis to conclude that Employee Involvement programs have impacted Labor's ability to organize.

**OBJECTIVES OF THE STUDY**

- ✓ To study the level of workers participation existing in the organization
- ✓ To find out the job involvement and commitment of the workers towards the organization.
- ✓ To find out the workers relationship with the management.

- ✓ To give suggest to measures to motivate workers participation in the management.

**HYPOTHESIS**

The following hypothesis were formulated on the objectives of the study.

**Null Hypothesis**

1. There is no significant relationship between age and monthly income.
2. There is no significant relationship between necessity and positive impact of participation on industrial relation.

**Alternative Hypothesis**

1. There is a significant relationship between age and monthly income
2. There is a significant relationship between necessity and positive impact of participation on industrial relation.

**THE AREA OF STUDY**

The district of Tiruchirappalli, was formerly called by the British as "Trichinopoly" and is commonly known as Tiruchi. It is the fourth largest city in the state of Tamil Nadu after Chennai, Madurai and Coimbatore with an estimated population of 11,39,534 (as of 2009) exclusively in the city zone. It is situated in the centre of the state, on the banks of river Cauvery. Tiruchirappalli may well be termed as one of the prominent educational and fast developing industrial centres of Tamil Nadu. Tiruchi is a Municipal Corporation and the administrative headquarters of Tiruchirappalli district.

The most famous landmark of Trichy is the Rockfort temple which is perched on a huge rocky outcrop, 83 metres in height, from where one can enjoy a panoramic view of Tiruchirappalli. This smooth crop was first hewn by the Pallavas but it was the Nayak's of Madurai who later built the Rock fort temple, which was also used as their military fort.

**SCOPE OF THE STUDY**

Labour welfare includes all services, amenities and facilities which are provided by the employer in or the vicinity of the undertaking in order to enable them with amenities conducive to good health and high morale.

## CONCEPT AND REVIEW OF LITERATURE Workers' Participation in Management

Workers' participation in management is an essential ingredient of Industrial democracy. The concept of workers' participation in management is based on Human Relations approach to Management which brought about a new set of values to labour and management.

Workers' participation in management implies mental and emotional involvement of workers in the management of Enterprise. It is considered as a mechanism where workers have a say in the decision-making.

According to **Keith Davis**, Participation refers to the mental and emotional involvement of a person in a group situation which encourages him to contribute to group goals and share the responsibility of achievement.

### Features of WPM

1. Participation means mental and emotional involvement rather than mere physical presence.
2. Workers participate in management not as individuals but collectively as a group through their representatives.
3. Workers' participation in management may be formal or informal. In both the cases it is a system of communication and consultation whereby employees express their opinions and contribute to managerial decisions.
4. There can be 5 levels of Management Participation or WPM:
  - ✓ Information participation
  - ✓ Consultative importance
  - ✓ Associative participation
  - ✓ Administrative participation
  - ✓ Decisive participation

### Objectives of WPM

1. To establish Industrial Democracy.
2. To build the most dynamic Human Resources.
3. To satisfy the workers' social and esteem needs.
4. To strengthen labour-management co-operation and thus maintain Industrial peace and harmony.

5. To promote increased productivity for the advantage of the organization, workers and the society at large.
6. Its psychological objective is to secure full recognition of the workers.

### The main benefits of worker participation include

- Lower accident and sickness rates.
- Reduced costs and reduced risks because employee absence and turnover rates are lower, accidents are fewer, the threat of legal action is lessened by getting involved at the planning stage, workers are more likely to identify the reasons for taking a particular action, help find practical solutions, and comply with the end result.
- If workers are given the opportunity to participate in shaping safe work systems, then they can advise, suggest, and request improvements – helping to develop measures to prevent occupational accidents and ill-health in a timely and cost effective manner.
- Improved standing among suppliers and partners a better reputation for corporate social responsibility among investors, customers and communities.
- Increased productivity – employees are healthier, happier and better motivated.

### REVIEW OF LITERATURE (Nöhammer et al., 2010)

He defines worker participation is of crucial importance, organisations tend to face a general problem: employees who might have the greatest need to take part in such measures are not necessarily the ones who participate most and are the most active. However, WHP programmes are only effective when employee participation and enrolment are high. Therefore, for a WHP programme to be successful it is essential to generate high levels of employee participation.

### (Bates, 2009) Sloan & Gruman, 1988

The start of a new programme gives the best opportunity to involve employees and to

design the measures according to workers' needs. Researchers and WHP experts collectively agree that senior management commitment, as well as supervisor support and leadership, are of major importance in the recruitment and participation of employees in WHP measures and programmes.

**Nöhammer et al., 2010; Weiner et al., 2009)**

Indeed, the support and involvement of senior management is important throughout the whole process of developing, implementing and executing a successful and effective health promotion programme (or programmes) in the workplace. Support for, and involvement in, WHP interventions by employers and senior management should be visible and enthusiastic.

**Weiner et al. (2009)**

The large companies, emphasise the importance of differentiating between the different stakeholders who will be affected by the WHP programme. Decision makers are usually responsible not only for taking the initial decision to implement WHP measures, but also for ensuring that the appropriate resources are allocated and support is provided. Programme implementers can be different key stakeholders within the company or even external consultants. The programme implementers' primary aim is to establish the strategy and provide information. Supervisors and employee ambassadors are also part of the group of programme implementers. They are often the ones who communicate directly with the employees, champion the daily changes, and help make the changes a reality. Programme users, in contrast, are all the employees directly involved by participating in the measures that are offered. Accordingly, target employees include not only the latter group, but also those expected to support the programme's use (implementers). The two groups may overlap in whole, in part, or not at all.

**(Weiner et al., 2009)**

The design, implementation and evaluation of WHP programmes should be carried out with the active involvement of workers, and in consultation with trade unions from the very beginning.

**(Nöhammer et al., 2010)**

He says to ensure that health programmes fit the needs of employees, it is important to understand what motivates them; and, in turn, what aspects would help them to gain greater control over their health

**Henning et al. (2009)**

He says that for instance, highlight the importance of participatory ergonomics and the iterative design of workplace interventions. According to them, 'program start-up on assessing organisational readiness, gaining the full support of administrators, creating meaningful support roles for supervisors, and providing training on the basic principles of ergonomics, health promotion, and teamwork'. Henning et al. observed that organisational learning, and thus the overall success of WHP programmes, depends on good macroergonomic design of the programme itself; an example of this would be enabling employees at all levels of the establishment to monitor health promotion efforts and success with the help of tracking tools.

**(Terry et al., 2010)**

Insufficient or ineffective communication can result in low levels of participation (Glasgow et al., 1993). Organisations should establish a well-planned communication strategy for their WHP programme.

**Weiner et al. (2009)**

Postulate that developing successful organisational change is underpinned by the active cultivation of shared intentions and vision among employees within the organisation; and employee participation throughout all stages of the procedure is a central part of this process.

**Weiner et al. (2009)**

He refer to the notion as 'change efficacy' (similar to Bandura's [1977] concept of collective efficacy), which refers to employees' shared beliefs in their collective capability to organise changes that lead to the successful implementation of WHP measures.

**COMPANY PROFILE**

Name of the company: Tirichirappalli District  
Co-operative milk  
producer's union Ltd.

Address of the company: Pattukkottai Road,  
Kottapattu,  
Tirichirappalli-620 023.

Nature of business : Dairy

No. of employees : 500

Trichy popularly known as the Temple city has a population of 15.0 lakhs. Trichy Milk Project was established by the Government of Tamilnadu in the year 1967 with the financial

assistance from UNICEF Trichy Dairy is equipped with plant and machinery provided by the UNICEF and NEWZEALAND FREEDOM FROM HUNGER CAMPAIGN COMMITTEE, NEWZEALAND. The chilling centres at Virudhunagar and Srivilliputhur were also constructed in the year 1967 to feed milk to Trichy in order to process 50,000 ltrs of milk per day. The Union procured milk from its own societies and also from other Milk Unions as detailed below since inception.

**DATA ANALYSIS**

Opinion	Strongly Agree %	Agree %	Disagree %	Strongly Disagree %	Do Not Wish to Answer %
Expectation of great job	27	40	09	05	19
Personal accomplishments	01	51	09	20	19
Trust their management	07	65	28	-	-
Fair evaluation of performance	33	36	20	07	04
Regular feedback	24	47	17	07	05
Good understanding on customer	27	49	13	07	04
Recognition given in the company	16	63	08	08	05
Utilization of skills by the company	25	44	23	04	04
Appraisal helps in improvement	27	54	13	03	03
Encouragement for showing initiative	27	53	13	03	04
Management styles brings out the best	24	49	12	11	04
Immediate recognition	32	45	15	08	-
Knowledge about the objective of WPM	12	61	13	03	11
Participation decision making	34	47	12	03	04
Positive impact of participation	21	48	24	04	03
WPM improves IR	28	51	12	04	05
Resolving problem through union	17	56	16	04	07

**Testing of Hypothesis**

Association between age and monthly income	TV = 2.447 CV = 0	Null Hypothesis is accepted.
Association between necessity of employees in decision making and positive impact of participation of IR	TV = 2.776 CV = 1.729	Null Hypothesis is accepted.

**Findings**

- ✓ The majority of respondents (65%) agree that they trust in their management
- ✓ The majority of respondents (63%) agree that team work is encouraged and given recognition.
- ✓ The majority of respondents (55%) agreed that showing initiative encouraged in the organization.



- ✓ The majority of respondent (61%) agreed that there is morale in their department.
- ✓ The majority of respondents (60%) agreed that healthy and co-operative environment maintained.
- ✓ The majority of respondents 59% agreed that they attend meeting conducted by the management regularly.
- ✓ The majority of respondents (47%) were agreed with the necessity of employees participation in decision making
- ✓ The majority of respondents (47%) agreed that their Supervisor is co-operative with there.

### **SUGGESTION**

- ❖ The company can also give preference to the female workers.
- ❖ It will also be good if the unmarried workers get the preference in the company.
- ❖ The boss must give Immediate recognition about the workers after their best work submitted
- ❖ The workers can deliver the goods with still more improvement. The factory must have still more space for the improvement in manufacturing.
- ❖ The management can give regular feedback about the workers
- ❖ The Style of the management gives out the best in employees.
- ❖ Enlightenment program for worker on their rights to seize the opportunity of involvement in decision making.

### **CONCLUSION**

Respondents of this study generally demonstrated willingness to accept the responsibility of involvement in management decision making whenever such opportunity arises. However many hold the view that management decision making is the preserve of the management. This implies that while the workers are willing to accept the responsibility of greater involvement in management decision making they are not ready to challenge the management in this regard.

The study titled "WORKERS PARTICIPATION IN MANAGEMENT AT AAVIN, TRICHIRAPPALLI DISTRICT CO-OPERATIVE MILK PRODUCERS, UNION LTD." has helped the researcher to understand the relationship between workers & management. From the information collected from the workers of AAVIN Union Ltd. the researcher found that, good understanding is essential between the workers and management.

### **REFERENCES**

1. McGregor, D. - The Human side of enterprises, McGraw Hill publication, New York.
2. Verma R.K. & Sha P.R - Workers Participation in Management, Oxford Publication, New Delhi.
3. Memoria. C.B., Personnel Management, Himalaya publishing House, New Delhi.
4. Aswathappa. K. Human Resources and personnel Management, Tata McGraw Hill Publication, New Delhi.

# A STUDY ON INSTITUTIONAL TRAINING AT BILLROTH HOSPITAL, CHENNAI

I. Arockia Leema, MSc., MBA., MPhil.,\*

\*Assistant Professor, Department of Hospital Administration, Bon Secours College for Women, Thanjavur.

&

A. Denis Rani, R.N.R.M., MSc.,\*\*

\*\*Assistant Professor, Department of Hospital Administration, Bon Secours College for Women, Thanjavur.

## ABSTRACT

*Hospital is one of the complex institutions which are frequented by people from every walk of life in the society without any distinction between age, sex, race and religion. The efficiency and effectiveness of an Institution depend directly on how capable its personnel and how effectively they are utilized for achieving Institutional goals. Our article focuses on analyses the efficiency of Training methods practicing at Billroth Hospital. We used Descriptive method for research design with the size of 50 samples. We find that An Institutional Training successfully implementing with the willingness, self-motivation, and co-operation from all section employees.*

## INTRODUCTION

Training is concerned with imparting and developing specific skills for a particular purpose. Today training programmes offer something for everyone-for pre-employment preparation for the first job to pre-retirement courses for those who are due to retire soon. The range of training methods is such that they can provide opportunity to the unskilled become skilled. Training methods are means of attaining the desired objectives in a learning situation. Capability of a person depends on his ability to work and types of training he receives. Skill development is undertaken in different ways which are in the form of training and development.

## OBJECTIVES OF THE STUDY

- To study the effectiveness of training at Billroth Hospital.
- To assess the existing training system.
- To identify the healthcare facilities attached with Billroth Hospital.
- To find out the feasible training methods for all staff in Billroth Hospital.

## RESEARCH METHODOLOGY

### AIM

- ❖ To get background information about **A STUDY ON INSTITUTIONAL TRAINING AT BILLROTH HOSPITAL, CHENNAI.**

## RESEARCH DESIGN

- ❖ A type of research design used for the study is descriptive design.

## SAMPLING DESIGN

- ❖ The simple random sampling method is used.

## SAMPLEING SIZE

- ❖ 50 Samples were selected in such a way that every item in the population has an equal chance of being included.

## SOURCES OF DATA COLLECTION

- ❖ The data refers to collection of information from individual or any other source.
- ❖ The data used for the study
  - ✓ Primary data
  - ✓ Secondary data

## TOOLS OF ANALYSIS

- ❖ The study was conducted from January 28/1/2013 to March 13/3/2013.

## LIMITATIONS

- The study has been limited to the only 50 sample size.
- The study is conducted for the short duration.
- The study of the period is limited so it is impossible to cover all employees.

**PROFILE OF THE HOSPITAL  
BILLROTH MULTI SPECIALITY HOSPITAL**

BILLROTH HOSPITALS was launched on 30<sup>th</sup> Nov 1990 by the late Dr.V.Jeganathan. Besides being the chairman of Billroth hospitals, he was one of the leading Surgical Gastroenterologists, LASER and Laparoscopic Surgeons. His focus was to offer medical care to the people from all walks of life, with a commitment to quality and affordability.

BILLROTH HOSPITALS is on track to its fruition. Today, it provides services by nursing patients in assorted branches of medical and surgical treatments with 600 bedded Super Speciality Hospital situated at Shenoy Nagar and R.A. Puram in Chennai, India. This fruition is not inadvertent but it is the sheer outcome of perceptive participation and ethical practices undertaken by our team to achieve the objective.

**MISSION**

To provide medical services at the height of quality and efficiency in the most professional and effective manner, with the sole determination of making things better for our patients.

**VISION**

To become a name synonymous with expert medical care all over the country.

**DATA ANALYSIS AND INTERPRETATION  
TABLES AND CHARTS**

**TABLE 1  
OPINION ABOUT HOW FREQUENTLY  
TRAINING PROGRAMMES OFFER TO  
EMPLOYEES**

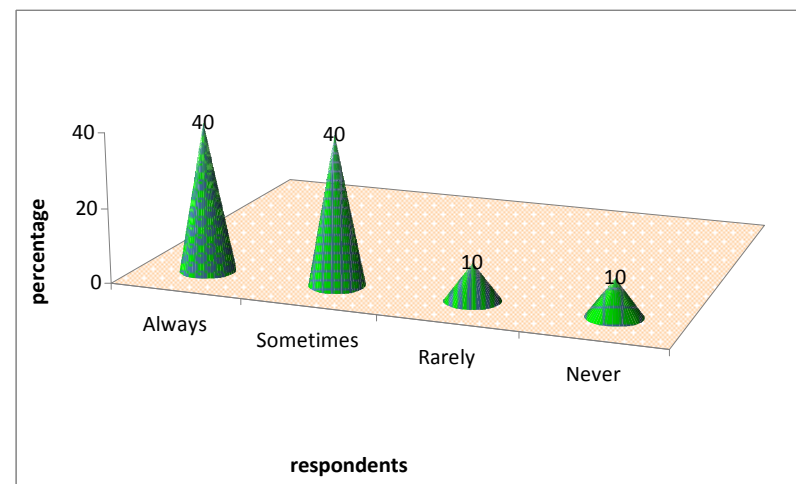
S. No.	Particulars	No. of respondents	(%)
1	Always	20	40
2	Sometimes	20	40
3	Rarely	5	10
4	Never	5	10
	<b>Total</b>	<b>50</b>	<b>100</b>

**INFERENCE**

The above table shows that 40% of the respondents are attending the training program always. 40% of the respondents sometimes, 10% of the respondents rarely and 10% of the

respondents are never attending the training programmes.

**CHART 1**



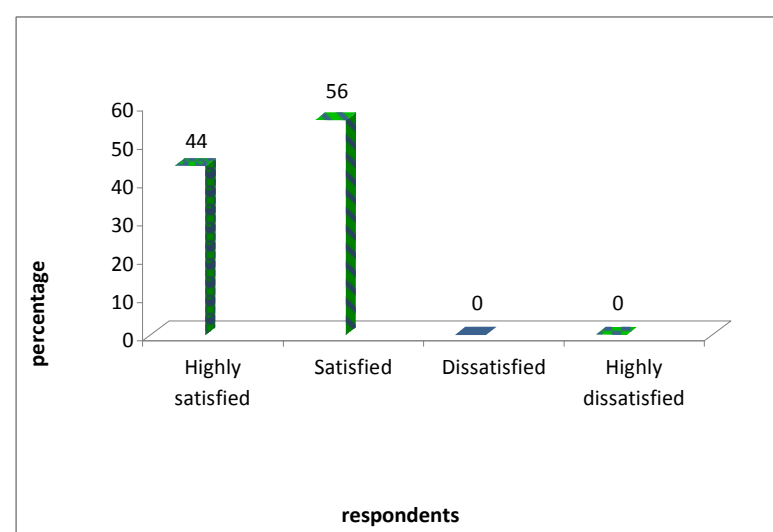
**TABLE 2  
OPINION ABOUT EFFECTIVENESS OF  
TRAINING PROGRAMMES IN  
HOSPITAL**

S. No.	Particulars	No. of respondents	(%)
1	Highly satisfied	22	44
2	Satisfied	28	56
3	Dissatisfied	-	-
4	Highly dissatisfied	-	-
	<b>Total</b>	<b>50</b>	<b>100</b>

**INFERENCE**

The above table shows that 44% of the respondents are highly satisfied with the effectiveness of training programmes in hospital, 56% of the respondents are satisfied with the same.

**CHART 2**



**FINDINGS**

- Most of the respondents reported as excellent about the Training programmes.
- (100%) the respondents satisfied with the effectiveness of Training on their work.

**SUGGESTIONS**

- The Management can be conduct training programmes frequently to enhance the ability of employees.
- They can be also offer off the job training for supportive service staff.

**CONCLUSION**

- As per the survey appropriate strategy exists for an Institutional Training.
- An Institutional Training successfully implementing with the willingness, self-motivation, and co-operation from all section employees.

**BIBLIOGRAPHY**

- The quality pocket book by Anthony Mitchell
- Human Resource Management by RADHA
- Principles and practices of Management by L M PRASAD
- [www.google.com](http://www.google.com)
- [www.wikipedia.com](http://www.wikipedia.com)
- [www.yahoo.com](http://www.yahoo.com)

# BUILDING DECENTRALISED GOVERNANCE - THE WAY THROUGH SOCIAL CAPITAL

**S. Ganesh\***

*\*Ph.D. Research Scholar, Dept. of Social Sciences, Tamil University, Thanjavur.*

&

**Dr. C. Subramanian\*\***

*\*\*Prof. and Head, Dept. of Social Sciences, Tamil University, Thanjavur-10.*

## ABSTRACT

*"Democracy becomes an impossible thing until power is shared by all,*

*But let not democracy degenerate into monarchy".*

**- Mahatma Gandhi**

*The Power and knowledge is playing for the building of Decentralised Governance. For that the Governance demands on the Rule of law and Strengthening Democracy. Panchayat Raj is one of the system and process of Good Governance. There are two ways for building Decentralised Governance that is to give knowledge for the needy people and make the system powerful in a Democratic way. Social bonding acts as the bridge for the Decentralised Governance.*

*This study was done by Experimental method with the help of Village Health Water and Sanitation Committee (VHWSC). The village committee is the sample for this study to know the decentralisation of the Power and Knowledge of the same community, which was observed through interaction and Group Discussion. As per the study Social Capital is one of the finest way to build the bonding among the rural people. The best way is to strengthen the Decentralised Governance through proper monitoring and sharing of Power and Knowledge. Realization and leadership qualities with analysis and prioritizing of their problem where elicited by the people themselves. This study brings out the important of Panchayat Raj systems among the people, to access out various methods such as utilizing their available recourses for their betterment of the community. This acts as a strong base to help the people in feature for the upliftment and move to the higher level, to bring great changes among themselves. The study found that this Qualitative method is a path to strengthen the existing practice. This may be a portrait in build the components of decentralisation. If this reaches in a proper way- the dream of Gandhi's thought will come factual. So the Democracy won't degenerate into Monocracy.*

An effective way of encouraging democratic politics is to improve the distribution of Knowledge. (Crook & sverrisson, 2001; dreze & Sen, 1996).The development of democratic politics is inextricable linked to the outer shell of a strong and vibrant "Civil Society" (e.g Harriss, 2000; Luckham, Goetz & Kaldor, 2000; Moore & Putzel, 1999; Putnam, 1993; Macpherson, 1973; Moore, 1966; Mayo, 1960).Public disclosure was observed to be an effective means of information provision to access Power and Knowledge downwards. In circumstances of such complexity, two factors significantly influence the Local Governance effectiveness, namely, High Social Capital in the society and Institutional Structures, which promote democracy and participation in Decentralised Governance. Social Capital is the shared resource of a society that promotes social efficiency by coordinating action (Putnam,

1993).The deliberative processes to constitute real school of Democracy, for deliberative democracy to succeed in real world setting; it must engage individuals with little experiences and few skills of participation. It asks whether these experiments actually functions as schools of democracy by increasing the deliberative capacities and dispositions of those who participate in them. While many standards of treatments for political institutions take the preferences and capacities of individuals who act with them as fixed, these democratic experiments treat both of these dimensions for their participation as objects of transformation. By exercising capacities of argument, planning and evaluation through individuals might become better deliberators. By seeing that, cooperation mediated through reasonable deliberation yields benefits, not accessible through adversarial methods, participants might

increase their disposition to be reasonable, and to transform narrowly self-interested preference accordingly. Both of these hypotheses about the development of individuals as citizens in these democratic experiments are, of course, highly speculative pending much closer examination of actors' actual behavior.

### Literature review

This section reviews that literature specific to Participatory democracy and political capability. Archon Fung & Erik Olin Wright's argue about the right of the political spectrum which has taken advantage for apparent decline in the effectiveness of democratic institutions to escalate its attack on every idea of the affirmative status and also the reviews specially the Social Capital, decentralisation and Local Governance. Robert Putnam's (1993) argue on the need for high social capital for successful implementation of decentralisation sets the stage for the investigations into the area of Social Capital.

Archon Fung & Erik Olin Wright; in their "Deepening Democracy: Innovations in Empowered Participatory Governance". The experiments reduce these expertise based barriers to engaged participation and thus encourage participants to develop and deploy their pragmatic political capabilities. First, they allow casual, non-professional, participants to master specific areas of knowledge necessary to make good decisions by shrinking—through decentralization—decision scopes to narrow functional and geographic areas. Some of their experiments doubly focus decisions—training at a single firm, safety in a neighborhood, the effectiveness of a particular firm—and so participants may master materials necessary to make high-quality decisions. Other cases, such as deliberative planning bodies in Kerlea and Porto Alegre's participatory budget have broader scope, but nevertheless retain the pragmatic, problem-centered concern that enables ordinary citizens to engage the decision-making process. Furthermore, citizens have incentives to develop the capacities and master the information necessary to make good decisions because they must live with the consequences of poor ones—these experiments

institute "direct democracy" in the sense that these groups' decisions are often directly implemented by relevant state agencies. Again, this contrast with most forms of political voice such as voting or letter writing, where the consequences of one's decisions are statistically negligible.

Robert Putnam suggested that Social Capital would facilitate cooperation and mutually supportive relations in communities, nations and would therefore be a valuable means of combating many of the social disorders inherent in modern societies, According to him, Social Capital "refers to the collective value of all 'Social Networks' and the inclination that arise from these networks to do things for each other. Putnam and his followers, emphasis Social Capital is a key component to build and maintain Democracy. It can be measured by the amount of trust and "reciprocity" in a community or between individuals.

### Methodology

This study was done by experimental method with the help of Village Health, Water and Sanitation Committee (VHWSC) using the Community Action for Health project. This model project was implemented in five districts of Tamilnadu. The VHWSC is one of the institutional mechanisms under National Rural Health Mission initiated by Government of India in the year 2005. The study was implemented in Perambalur block, Perambalur District and Thirumanoor, Andimadam blocks, Ariyaloor District. The VHWSC comprises of village health workers, Panchayat Raj Institution representatives, and members of Community Based Organizations and special groups who are marginalized, have the capacity and competency to do an adequate situational analysis of the local health status. The members should have the ability to facilitate over finances and budgets with built in systems of transparency to the public. The District Health Mission would guide the activities of sanitation at district level and promote joint IEC activities for sanitation and hygiene through VHWSC. From the each block of Districts the VHWSC members was selected

for these study numerically around thirty two members were participated.

Social Capital acts as a bridge between Power and Knowledge of Panchayat Raj Institutions. Power is an implementing point whereas Knowledge is to accumulate information about the system. The most fundamental form of social capital is the family, and the massive evidence of the loosening of bonds within the family (both extended and nuclear) is well known. This trend, of course, is quite consistent with--and may help to explain--the theme of social de-capitalization. The discussion of trends in social connectedness and civic engagement has tacitly assumed that all the forms of social capital that we have discussed are themselves coherently correlated across individuals. Members of associations are much more likely than non-members to participate in politics, to spend time with neighbors, to express social trust, and so on.

The development of a uniform measure of the myriad dimensions of social capital, here is been describe about the Development of Social Capital Assessment Tool (SCAT). Krishna; 1999 has tested set of indicators and methodologies that measure levels of cognitive and structural social capital in communities designated as beneficiaries of development projects. Social capital is divided in the region of two levels: the macro and the micro.

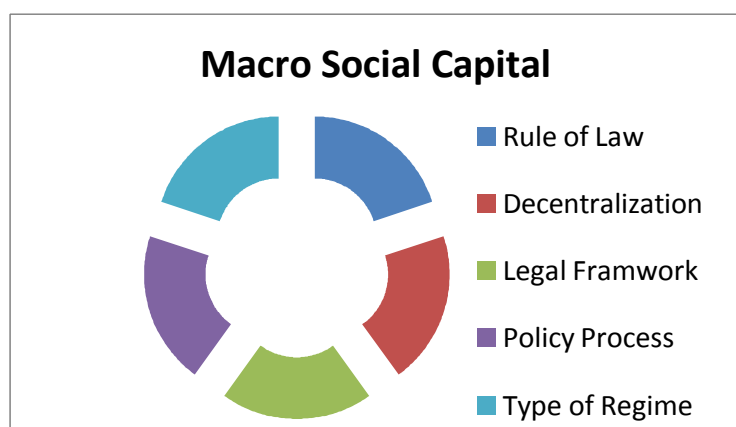


Figure 1: Macro Social Capital

The macro level refers to the institutional context in which organizations operate. This macro level includes formal relationships and structures, such as the rules of law, legal frameworks, the political regime, the level of decentralization and the level of

participation in the policy formulation process. The micro level refers to the potential contribution that horizontal organizations and social networks make to development. Within the micro level there are two types of social capital: cognitive and structural. The less tangible side of social capital that refers to values, beliefs, attitudes, behavior and social norms is termed here *cognitive* social capital. *Structural* social capital includes the composition and practices of local level institutions, both formal and informal, that serve as instruments of community development. Structural social capital is built through horizontal organizations and networks that have collective and transparent decision making processes, accountable leaders, and practices of collective action and mutual responsibility. Using this Krishna method as a base, the researcher has used both Quantitative and Qualitative methods such as focus group discussion, Interview schedule and case studies.

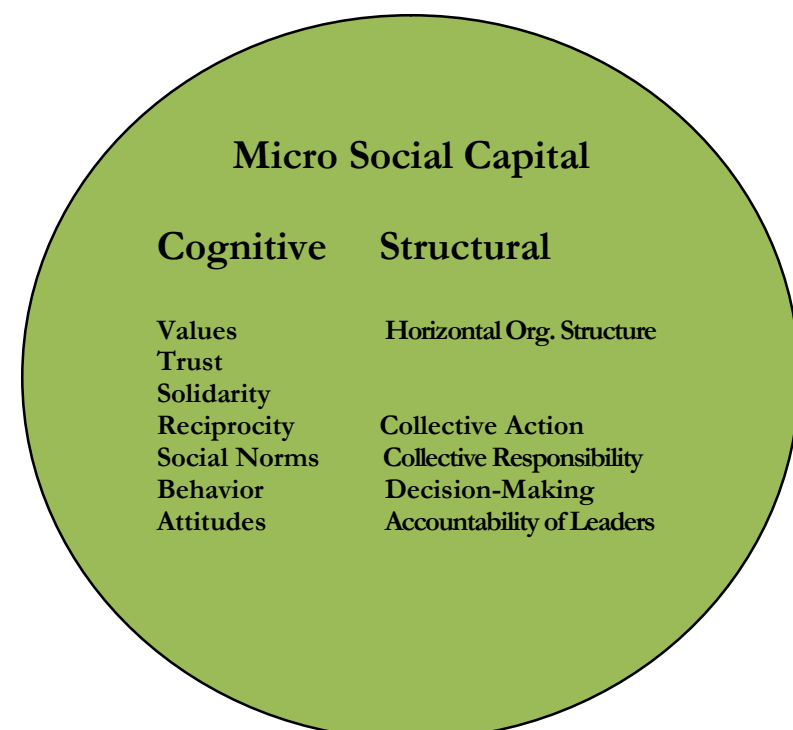


Figure 2: Micro Social Capital

The micro level refers to the potential contribution that horizontal organizations and social networks make to development. Within the micro level there are two types of social capital: cognitive and structural. The less tangible side of social capital that refers to values, beliefs, attitudes, behavior and social norms is termed here *cognitive* social capital.

*Structural* social capital includes the composition and practices of local level institutions, both formal and informal, that serve as instruments of community development. Structural social capital is built through horizontal organizations and networks that have collective and transparent decision making processes, accountable leaders, and practices of collective action and mutual responsibility. Using this Krishna method as a base, the researcher has used both Quantitative and Qualitative methods such as focus group discussion, Interview schedule and case studies.

### Analysis and Interpretations

In this research study thirty-two respondents participated in a healthy manner and this was very helpful to measure the Social Capital level of the participation to build Decentralised Governance.

**Table1: Age of the respondents**

S. No.	Age	Respondents	Percentage (%)
1.	18-30	14	44
2.	31-43	3	9
3.	44-56	6	19
4.	57 & Above	9	28
	<b>Total</b>	<b>32</b>	<b>100</b>

Table one shows that 44 percentage of the respondents falls under the age group of 18 to 30 because the Village Health Water and Sanitation Committee were reconstructed and the members are newly represented in that committee. For this reason the "Community Action for Health programme" was successfully time-honored in these areas. 28 percentage of the respondents falls under 57 and category. These age group respondents have more knowledge about Panchayat Raj and also have stable decision making power which gives the corridor for the young generation. During the Group Discussion, The members of the age group 18 to 30 participated actively. Subsequently from the above table it furnishes that more experiences shows the way to give added knowledge.

**Table 2: Gender of the Respondents**

S. No.	Gender	Respondents	Percentage (%)
1.	Female	19	59
2.	Male	13	41
	<b>Total</b>	<b>32</b>	<b>100</b>

Table two prominences Gender of the respondents. Most of the respondents are female (Fifty Nine percentage). Remaining forty one percentage of the respondents are males. More than fifty percentage of the respondents are female because in recent days, women are more active and also they have the opportunity to access public institutions recurrently without any hesitation. In Panchayat Raj system itself furnished a platform to be evidence for their ability to sub-stand their capacity. Because of this the Panchayat planning, Government schemes and also the prospect of the proposal, irrespective of all the circumstances they participat and share their state of affairs to construct become conscious the opposite sex.

### Discussion and Suggestions

Analyzed the upshot that make up the definition of social capital provides a strong indication for considering different pragmatic, draw a parallel in diverse social and cultural contexts. The Social Capital Assessment Tool consist Micro and Macro level of understanding the strength of Panchayat Raj in a successful manner. The micro level analyses of the Social Capital; consist of cognitive and structural methods. Values, beliefs, attitudes, behavior and social norms are termed here as *cognitive* social capital in micro level analysis. During the in-depth interview with the respondents have the good understanding about the Values. It can be defined as wide-ranging of choice to be appropriate courses of action or other outcomes. As such, values reflect a person's sense of right and wrong or what "ought" to be done or not to be done. The respondents carried out their real denotation of values in their contest they consequent to be precise; Equal rights for all, Be worthy of admiration and people should be treated with respect and dignities are the representative of values. From the Focus Group Discussion the Values are



inclined to influence attitudes and behaviour. During the discussion the Village Health Water and Sanitation committee views are measured on the basis of values about Physical and Cultural norms. These values include the trust, solidarity and reciprocity that are shared among members of the community and that create the conditions under which communities can work together for the betterment of the community.

In the components of values; trust is the primary level of focusing and to impart measure the altitude of understanding between Community and Panchayat Representatives; by the side of Community, Panchayat and sub groups of Panchayat (VHWSC, Sub Centers, SHG Village federations, Farmers club) to analysis the intensity of bonding. Based on this dimension trust are classified into three different forms. To be precise, Trust is being vulnerable to someone even when they are trustworthy. Trustworthiness is the characteristics of a person that motivates positive outlook in another person. Propensity of life form ability to rely on people. During the analysis the Village Health Water and Sanitation committee, Panchayat Institutions and the community gave the right response about the trust on each other. It shows that the communities have less trust on Panchayat. The panchayat have a hope with sub Groups because in all the sub group of the village have the same members of panchayat. In overturn the panchayat have very high trust about the community but the communities have very low trust about the sub groups of the village. The reason for it is the sub groups are active within the group but not in public manner. Once if the trust is lost, obvious violation arises within one of these three determinants. It is very hard to regain. Thus there is clear asymmetry in the building versus destruction of trust. Hence being acting trustworthy, one should consider that the only way is to maintain the trust level.

In a micro Social Capital apart from Values and Trust; Solidarity is the next step to determine the components of the Village Committee and Panchayat. Solidarity is the social cohesion based upon the dependence of individuals to have on each other in more advanced societies. Thus the social solidarity is

maintained in more complex societies through the independence of its component parts (e.g., farmers produce the food to feed the factory workers who produce the tractors that allow the farmer to produce the food). According to Michael Hechter the solidarity is a function of two independent factors, first the extensiveness of its corporate obligation and the second, degree to which individual members actually comply with these obligations. Together, these provide the defining elements of solidarity. The greater the average proportion of each member's private resources contributed to collective ends, the greater the solidarity of the group.

In the measurement of Village committees, Panchayat Raj Institutions and the Community of the village should have the Solidarity in nature. With the analysis through findings from the respondents the communities have the potential to make solidarity with the Panchayat Raj institutions. But the sub groups have moderate understanding contained by themselves. It clearly shows that the outcomes are comparatively better understanding with Panchayat Raj institutions and Village Community. But the subgroup of the panchayat and the understanding level with the Village community is near to the ground. The analysis shows the village committees have less understanding about the sub group of village panchayat. There by the solidarity became low in nature to Sub groups. The reflection from this analysis if that, the sub group is to improve their status in greater manner.

Subsequently the component of Value; Reciprocity is one of the group. It refers to responds to a positive action with another positive action; it's likely a rewarding kind of actions. As a social construct, reciprocity means that in response to friendly actions, people are frequently much pleasant and much more accommodating in nature. It may be a motivation for returning favors from others. A form of reciprocity is 'reciprocal concessions,' in which the requester lowers their initial request, making the respondent more likely to agree to a second request. The respondent agrees because the requester has lowered their request, making

a concession in kind back to the requester, and thus agrees to the second, lower request.

Succeeding to the micro Social Capital of Values follows with Beliefs on the respondents with the components of the village inhabitants. The assessment let slip about how the community would believe the Panchayat Raj Institutions and the Sub Group of the Community. Beliefs have confidence in the Truth, the existence, or the reliability of something, although without absolute proof that one is right in doing so. Based on these parameters the Village Community believes that Panchayat Raj Institutions is in a good manner that is because of the person who has occupied the position and good will from the community. Comparatively the Sub Groups of the village community have not as much of believes from the community, the reason behind this is, the Sub Group doesn't have a freedom to access with community and lack of knowledge about the link between Village Community and Panchayat Raj Institutions. The case history of the villager from Perambalur District of the Village Health water and Sanitation Committee (one of the sub group of the Panchayat) is an active to work for the Village Community. So they started some indispensable reform from both sides to be precise Panchayat Raj Institution and the Community, without appropriate implementation for the community. During this cram they found the flutter of the execution. Based on this analysis they brought some recommendation for the betterments of the Sub Group of the village that is to say, at first, get proper learning about the committee's activities, in detail they should understand the strength of the committee, to be on familiar terms with what they want to work for the people; specifically for their better development. Secondly the Sub Groups should know their potential and limitation. To sharpen their potential they should be updated and grace with their presence of refreshment about the particular theme.

In the line of Values, Attitude and Behavior is the distinguished micro Social Capital for the betterment of the Community. In general attitude is an expression for favor or disfavor toward a person, place, thing or event.

Based on the community, Panchayat Raj Institution and the Sub Groups of the Panchayat have the attitude about each other. It showed that normally the communities have a reduction of attitude with remaining two components. Once the attitude describes the most distinctive and indispensable concept in contemporary social community. Attitude can be formed from a person's past and present. At the same time the Panchayat Raj Institutions have great attitude about the Sub Groups of the Village Panchayat. The sub groups have a vital role in facilitating both the trimmings. So it could be a better opportunity for implementing their agenda for the betterment of the community. The behavior of the village community is diverge, community have the collective attitudes and shows the different behavior in a different circumstances. So it is very important to the Sub groups, here it mean the Village Health Water and Sanitation Committee should scale the attitude and response of the village Committee, at that moment barely the Sub group can act as a bridge for the development of community.

For the Social Norms Karl Marx believed that is used to promote the creation of roles in society which allows for people of different levels of social class structure to be able to function properly. He claims that this power dynamic creates social order.

A norm is a group-held belief about how members should behave in a given context. In that Panchayat Raj Institutions apprehended belief about how the community should behave in a given context of Social norms. The Sub Groups are the reflector as informal understanding that governs individual's behavior in society. From the Village Health Water and Sanitation Committee's (Sub Groups) perspective, the social norms have two dimensions; how much behavior is exhibited and how much the group approves of that behavior.

The macro level analysis compress of the rules of law, legal frameworks, the political regime, the level of decentralization and the level of participation in the policy formulation process. In this study the macro level analysis has been done through group discussions. Through the observation the respondents were

unable to make use of the macro level aspects. This is due to the lack of power and knowledge. So people should be trained to participate actively and make use of the macro analysis.

### Conclusion

People have acquired a legitimate space in rural political institutions that can raise their marginalised position, though they are still in a minority in accessing the power in a right manner. Merely having member on sub group or Panchayat does not automatically mean that the interests of development of the community are represented. Without any opportunity for them to participate and influence decision- making, development interventions and planning sustainable results will not be achieved. Having better understanding on macro and micro level of Social Capital in these representative positions is an important step in changing the dominated political agenda. At least they have the opportunity to attend the meetings, interact with officials and to participate in important discussions. It also ensures their mobility across the social hierarchy.

### References

1. Archon Fung & Erik Olin Wright Deepening Democracy: Innovations In Empowered Participatory Governance.
2. Bain, K. and Hicks, N. 1998. "Building social capital and reaching out to excluded groups: The challenge of partnerships." Paper presented at CELAM meeting on *The Struggle Against Poverty Towards the Turn of the Millenium*, Washington D.C.
3. Berman, Sheri. 1997. "Civil Society and the Collapse of the Weimar Republic." *World Politics*, 49 (April), 401-429.
4. Berman, Sheri. 1997a. "Civil Society and Political Institutionalization," *American Behavioral Scientist*, 40 (5), 562-574.
5. Government of Bangladesh (1990), The Local Government (UPs) Ordinance, 1983 (Ordinance No. L I of 1983). Modified up to 31<sup>st</sup> December 1990.
6. Dhaka: Ministry of Law, Justice and parliamentary Affairs.
7. Karl Polanyi, *The Great Transformation* (New York: Rinehart & Co., 1944). The phrase appears originally in William Blake's *Jerusalem: The Emanation of the Giant Albion* (1804).
8. Robert Putnam - Bowling Alone - Journal of Democracy, 1995 the National Endowment for Democracy and The Johns Hopkins University Press.

# A STUDY ON INDUSTRIAL RELATION AMONG THE EMPLOYEES AT KOTHARI SUGAR AND CHEMICAL LTD, SATHAMANGALAM

**Ms. S. Gayathri\***

*\*Head & Assistant Professor, Department of Business Administration, Bon Secours College for Women, Thanjavur.*

**&**

**Ms. K. Kathioli\*\***

*\*\*Head & Assistant Professor, Department of fashion Technology, Bon Secours College for Women, Thanjavur.*

## ABSTRACT

*Industrial relations play a crucial role in establishing and maintaining the industrial democracy in the country. Over the years, the relationship between employer and employee has changed from master and servant to one of contract management as employer and a worker as employee. This contract covers rights and obligations of both sides in respect of nature of working conditions, discipline, wages and benefits, security of employment. Nature of work to be performed, productivity and social security etc. The industrial relations are often viewed as constraints which limits the ability of the management, but neglect the industrial relations functions by employer which can lead to problems like, indiscipline lack of mutual trust, frustration and alienation of workers, coercive practices by trade unions. The emergence of the concept of human resource management and human resource development contributed to the growing importance of labour.*

*This article focus on analysis of the pattern of industrial relation among employees of Kothari Sugar and Chemical Ltd, Sathamangalam.*

## Introduction

Industrial relations deal with either the relationship between the state and the employers and the workers' organizations or the relationship between the occupational organizations themselves.

The term "industrial relations" has developed both a broad and a narrow meaning. Originally, industrial relations were broadly defined to include the totality of relationships and interactions between employers and employees. From this perspective, industrial relations cover all aspects of the employment relationship, including human resource (or personnel) management. Employee relations and union – management (or labour) relations.

Since, the mid twentieth century, however, the term has increasingly taken on a narrower, more restricted interpretation that largely equates it with unionized employment relationships. In this view, industrial relations pertains to the study and practice of collective bargaining, trade unionism, and labour-management relations, while human resource management is a separate, largely distinct field that deals with non-union employment relationships and the personnel practices and policies of employers. Both meanings of the term

coexist in the twenty-first century, although the latter is the more common.

## Company profile

Kothari sugar and chemical ltd is one of the pioneers in manufacturing of sugar in India. In addition to sugar manufacturing, they are also engaged in co-generation of power, production of industrial alcohol from molasses and bio-compost from press mud and molasses and distillery effluents.

A Kothari sugar, the flagship co of HC Kothari group was established in the year 1961 with a crushing capacity of 1250 TCD. Over the year, with the strong support of our stakeholders, the business has growth and reached a total capacity of 1000 TCD with two sugar unit's Tamilnadu and leased unit in Karnataka.

By 2015, to position ourselves among the top 5 profitable sugar companies in India by creating value through investment in customers, suppliers, employees, products, process, technology and innovation.

## Review of literature

### Wikipedia for November 15, 2005

Industrial relation is a multidisciplinary field that studies the employment relationship.

Industrial relation is increasingly employment relation because of the importance of non-industrial employment relationship. Many outsiders also equate industrial relation to labour relations. Industrial studies examine various employment situations, not just ones with a unionized workforce.

#### **Industrial relation and Human resource management major (undergraduate) (Oct 16, 2011)**

A major in industrial relations and human resource management has two stands. The theory and practice of relation between employers, employee, unions and government; as well as the management of people within an organization, including recruitment, selection, remuneration, appraisal and training and development. This is a professional major who includes a work experience program with placements in unions, employer organizations, companies and government.

#### **Greece (2011 Aug, 2)**

Is the head of industrial relation and workplace developments unit responsible for the planning, development and implementation of industrial relations & workplace development research projects. Stavroula works on the European industrial relation observatory (EIRO) and the company survey (ESWT). She also works on projects related to the actors of industrial relation, working time, pay, system of industrial relation. Stavroula graduated in political science and public administration at Athens University, she holds a masters degree in regional development and a PhD in industrial relation from the University of Aalborg, Denmark.

#### **Albert Einstein Established In 1963 Shri Ram Centre**

Industrial relation & human resources (SRC) is a society under the society's registration Act 1860. A non – profit institution devoted to scientific research and dissemination of the results for public good, SRC is recognized by the government of India as a scientific & industrial research organization. It is also

registered with the ministry of home affairs under foreign contribution Act, 1976.

#### **Industrial relation in Keele University (June 27, 2012)**

The teaching of human resource management and industrial relation at keele has its roots in adult education. It is dedicated to the widest possible access for potential students and was pursuing the system of lifelong learning long before the term became popular.

#### **Victoria university of Wellington (23 Feb. 2012)**

Industrial relation centre (IRC) is the leading organization in New Zealand on collective bargaining and union membership and provides a forum for research into industrial relation, human resource management, labour markets and workplace issues. The centre brings together a group of academics from across a range of disciplines, with research interests in work and employment and has particular strengths in quantitative research.

The industrial relations centre also undertakes customized research for organizations or groups of organization on aspects of work a employment and can provide tailored training programmes for employers and unions on aspects industrial relations.

#### **Research Methodology**

##### **Research design**

The research design adopted in this study descriptive in nature. It describes the various characteristics of industrial relation.

##### **Objectives**

- ❖ To know the level of Industrial relation among employees
- ❖ To know the factors affecting industrial relation
- ❖ To give some suggestion to enhance industrial relation.

##### **Hypothesis**

- ✓ There is a significant association between age of the respondents and their overall industrial relations.
- ✓ There is a significant difference between gender of the respondents and their overall industrial relations.

- ✓ There is a significant difference between nature of working pattern of the respondents and their overall industrial relations.

### Sampling method

The study is intended to find the industrial relation level of the employee of the organization. The total size of universes is 375. The researcher has adopted the simple random sampling method under table method to select 60 respondents as sample from universe.

### Tools for data collection

The researcher met respondent personally and administered the interview schedule. Data were also collected from secondary sources also.

### Problem faced by researcher

- Time constraint was as of the problem faced by the researcher.
- The research is conducted only by considering small universe.

## DATA ANALYSIS AND INTERPRETATION

S. No.	Factors	Strongly Agree	Agree	Moderate	Strongly Disagree	Highly Disagree
1	Treats colleagues and subordinates equally	13	23	08	06	-
2	Relationship with supervisor is good	33	15	-	-	02
3	Relationship with colleagues is good	16	23	11	-	-
4	Recognized and appreciate the colleagues	22	23	03	02	-
5	Overall industrial relation	-	30	20	-	-

### Findings

- ✓ 46% of the respondents agree that colleagues and subordinates are treated equally.
- ✓ 66% of the respondents strongly agree that relationship with supervisor is good.
- ✓ 46% of the respondents agree that relationship with colleagues is good.

- ✓ 46% of the respondents agree that recognition and appreciation is given by the top level management.
- ✓ 60% of the respondents agree that overall industrial relation is good.

### HYPOTHESIS

S. No.	Factors	Test	Statistical inferences
1	Difference between gender and overall industrial relation	T-Test	T = .168 df=48 .867>0.05 Not significant
2	Difference between educational qualification and overall industrial relation	Oneway ANOVA	F=.313 .816>0.05 Not significant
3	Difference between nature of working pattern and overall industrial relation	T-Test	T = .300 df=48 .765>0.05 Not significant

### Suggestions

- Training can be given due consideration.
- Welfare is necessary to maintain good industrial relation
- Communication within the organization can be improved.

### Conclusion

Industrial relations is the interaction between employers, employees and government. It covers all aspects of employment relationship and interaction between employers and employees including human resource management. Industrial relation intended to promote greater employee morale, co-operation and productivity as well as to undercut the threat of unions and government intervention this employment strategy entailed many new employee welfare benefits and the introductions of employee representation plans to promote resolution of grievances and employee participation and voice in the enterprise.

# PERSONALITY TRAITS AMONG THE ADOLESCENTS : A GENDER PERSPECTIVE

Ms. R. Indira\*

*\*Doctoral Research Scholar (Full Time)*

&

Dr. A. Anand Jerard Sebastine\*\*

*\*\*Assistant Professor of Social Work, Centre for Rural Development, Periyar Maniammai University, Thanjavur*

## ABSTRACT

*Adolescents are characterized by their diversity as they move through the puberty growth cycle at varying times and rates. Yet as a group they reflect important developmental characteristics that have major implications for all of us. Technology too has become much more important in the last decades for adolescents, and they are heavy users of new media. The usage of new media is changing. The media landscape in today's society is more complex and has become ubiquitous. Old and new media seem to merge. This trend may influence the use and approach of new media by adolescents, which in turn may produce several psychological effects, so the present paper will focus on how the personality of the adolescents are influenced by media too and how personality traits influence their value system too. Plenty of studies have undertaken by different authors across the globe looking in to the personality traits and how personality traits influence the behaviour, religiousness, attitude, etc. Most of the studies were longitudinal. In this paper, the authors have attempted to describe the various personality traits of the Adolescents and tried to analysis how personality traits vary among genders.*

**Keywords:** *Personality Traits, Media, Adolescents, Longitudinal Studies*

*"In the history of the university there has been nobody like you and to the infinity of time to come there will be no one like you, you are rare. You are unique. Celebrate your uniqueness".*

**- Sri Sri Ravi Shankar**

## INTRODUCTION

Adolescence is often characterised as a period of internal turmoil and external reckless when the adolescents smoke, take drugs, have sex and commit crimes to demonstrate their adulthood (Morffit, 1993). In addition, they have to contend with many developmental problems associated with this unique transitional stage (11 to 21 years) when they experience rapid and striking metamorphosis physically, emotionally, cognitively and socially (Schacter, Gilkbert & Wegner, 2009). It is of great importance for them to maintain their mental health even while experiencing challenging events; in other words, resilience is required for them to be able to cope with the stress and especially for them to age out of the troubles they got themselves into (Sampson & Laub, 1995) in order to transit successfully to adulthood stage. Most boys and girls enter adolescence still perceiving the world around them in concrete terms: Things are either right

or wrong, awesome or awful. They rarely set their sights beyond the present, which explains younger teens' inability to consider the long-term consequences of their actions.

### Personality Traits among Adolescents The Big Five Personality Traits

Literature suggests that The Big Five personality traits are five empirically supported dimensions of personality being used to describe personality which are; Openness, Conscientiousness, Extroversion, Agreeableness, and Neuroticism (OCEAN) or (CANOE) if arranged differently (Digman, 1990; Ewen, 1998; Srivastava, 1999; The OCEAN of Personality, 2004). The term "Big Five" was coined by Goldberg (1993) and was originally associated with studies of personality traits used in natural language. The Big Five are so universal that they show up when people are asked to describe themselves (Passini & Norman 1966) and they are associated with predictable patterns of behavior

and social outcomes (John & Srivastava, 1999). The Big Five traits are also known as the Five Factor Model (FFM) (Costa & McCrae, 1992) which was first presented by the president of the American Psychological Association, Thurstone, (1933) and as the Global Factors of personality (Russell & Karol, 1994). The term "Five-Factor Model" has been more commonly associated with studies of traits using personality questionnaires (McCrae & Costa 1992) and personality investigators agree that personality is best captured by the five factor model rather than by two, three, sixteen or forty factor model (John & Srivastava, 1999; McCrae & Paul Costa 1992).

### **Emotional Development**

If teenagers can be said to have a reason for being (besides sleeping in on weekends and cleaning out the refrigerator), it would have to be asserting their independence. This demands that they distance themselves from Mom and Dad. The march toward autonomy can take myriad forms: less overt affection, more time spent with friends, contentious behavior, pushing the limits—the list goes on and on. Yet adolescents frequently feel conflicted about leaving the safety and security of home. They may yo-yo back and forth between craving your attention, only to spin away again.

### **Social Development**

Until now, a child's life has revolved mainly around the family. Adolescence has the effect of a stone dropped in water, as her social circle ripples outward to include friendships with members of the same sex, the opposite sex, different social and ethnic groups, and other adults, like a favorite teacher or coach. Eventually teenagers develop the capacity for falling in love and forming romantic relationships.

Not all teenagers enter and exit adolescence at the same age or display these same behaviors. What's more, throughout much of adolescence, a youngster can be farther along in some areas of development than in others. For example, a fifteen-year-old girl may physically resemble a young adult but she may still act very much like a child since it isn't until late adolescence that intellectual, emotional and

social development begin to catch up with physical development.

Is it any wonder that teenagers sometimes feel confused and conflicted, especially given the limbo that society imposes on them for six to ten years, or longer? Prior to World War II, only about one in four youngsters finished high school. It was commonplace for young people still in their teens to be working full-time and married with children. Today close to three in four youngsters receive high-school diplomas, with two in five graduates going on to college. "As more and more teens have extended their education," says Dr. Joseph Rauh, a specialist in adolescent medicine since the 1950s, "the age range of adolescence has been stretched into the twenties".

### **PERSONALITY CHANGES AS AN INDIVIDUAL AGES**

There are various things that influence whether or not an individual's personality changes. However, personality does not stop changing at a specific age. Biological and social transitions in life may also be a factor for changes biological transition are roles like becoming a parent or working at a first job .

### **REVIEW OF EARLIER STUDIES**

#### **Social & Personality Development for Adolescents According to Erikson by Lisa Fritscher, Demand Media**

Teens try out different peer groups when searching for an identity. A contemporary of Sigmund Freud, developmental theorist Erik Erikson differed from Freud in his beliefs about the development of the personality. While Freud claimed that the basic personality is set by age five, Erikson believed that personality continues to develop throughout the life span. According to Erikson, development occurs in eight stages. The fifth stage, identity vs. role confusion, takes place during adolescence.

#### **Identity vs. Role Confusion**

The central goal for adolescents is to develop an independent identity. From career aspirations to personal values, the adolescent must figure out what works for her. The goal of this stage is fidelity, according to Erikson, in



which the teen enters adulthood with a strong sense of self. Successful completion of this stage is essential for the first stage of adulthood, intimacy vs. isolation.

### **Peer Group and Parents**

The peer group is of primary importance during the adolescent years. While children rely on their parents to teach them right from wrong and provide a moral compass, teenagers must learn to rely on themselves. They break away from the family to experiment with relationships, jobs, social interactions and responsibilities. Many teens try on numerous identities, swinging back and forth between very different sets of friends. The parent's job is to provide the teenager a safe haven for his explorations, maintaining open communication, setting essential boundaries and giving advice when needed, but allowing the child to strive for his own individual identity.

### **Unsuccessful Resolutions**

The search for an identity is not always resolved during the teen years. Parenting methods that are either overly harsh or lax, as well as intense life circumstances that force the teenager to assume adult responsibilities, can lead to unsuccessful and even damaging resolutions. In foreclosure, the adolescent simply stops trying to develop an individual identity and accepts the one handed to him by his parents or the situation. Alternatively, the adolescent might assume a negative identity, automatically adopting one that is the polar opposite of what his parents or society prefer. Identity diffusion occurs when the teenager fails to set goals, values or aspirations. He tries on too few identities and becomes apathetic about the process. He simply decides not to decide and puts off the search for an identity until later. Any of these resolutions make it impossible for the young adult to successfully enter the next phase, in which the focus shifts to forming intimate adult relationships.

### **Successful Resolution**

Successful resolution occurs when the adolescent develops fidelity. Having experimented with numerous identities, she finds and commits to the one that it is a personal fit. Through

practice, she fine-tunes her core beliefs and values, which will create a road map and moral compass for her future. Armed with self-confidence and a healthy sense of who she is, the young adult is ready for the complex exercise of putting others first, a skill that is learned in the next phase of development.

Adolescents' identity experiments on the internet by Patti M. Valkenburg reports that the aim of this article is to investigate how often adolescents engage in internet-based identity experiments, with what motives they engage in such experiments and which self-presentational strategies they use while experimenting with their identity. Six hundred nine to 18-year-olds completed a questionnaire in their classroom. Of the adolescents who used the internet for chat or Instant Messaging, 50 percent indicated that they had engaged in internet-based identity experiments. The most important motive for such experiments was self-exploration (to investigate how others react), followed by social compensation (to overcome shyness) and social facilitation (to facilitate relationship formation). Age, gender and introversion were significant predictors of the frequency with which adolescents engaged in internet-based identity experiments, their motives for such experiments, and their self-presentational strategies.

### **Adolescents' Exposure to Sexually Explicit Material on the Internet**

Drawing on a survey of 745 Dutch adolescents ages 13 to 18, the authors investigated (a) the occurrence and frequency of adolescents' exposure to sexually explicit material on the Internet and (b) the correlates of this exposure. Seventy-one percent of the male adolescents and 40% of the female adolescents had been exposed to some kind of online sexually explicit material in the 6 months prior to the interview. Adolescents were more likely to be exposed to sexually explicit material online if they were male, were high sensation seekers, were less satisfied with their lives, were more sexually interested, used sexual content in other media more often, had a fast Internet connection, and had friends that were predominantly younger. Among male adolescents, a more advanced pubertal status was also associated with more

frequent exposure to online sexually explicit material. Among female adolescents, greater sexual experience decreased exposure to online sexually explicit material.

### **Adolescents and Influence of Media on their Personality**

The influence of media on teenagers is very big. Every teenager has his own activities and things he loves doing in his free time. The survey showed that: Walking and sports are very good for children's health and proper physical and mental growth. In this respect, boys are better than girls are. Walking and sports are favourite pastime for them. 57% of them love doing sports and going walking. On the other hand, only 27.5% of girls prefer physical activities as their favourites. Every third girl and every fourth boy choose chatting on the internet or texting their friends as their free time activities. Also 24.5% of girls and 7% of boys like wasting their time watching TV.

They spend too many hours being entertained by the mass media. Today when technology has rapidly progressed an average student must use modern devices because if he does not do that there is no future for him. Some boys and girls spend more than 10 hours per day being entertained by the mass media,

Media has also contributed to increase the overall awareness of teenagers about their surroundings. In addition to this, media has also resulted in enhanced overall knowledge and understanding of curriculum subjects owing to the vast information resources that the media has to offer. If managed properly, media can be effectively used to generate awareness amongst teenagers about issues like sexually transmitted diseases, pregnancy, drugs, alcohol and smoking.

Since the 1950s, in the countries that have reached a high level of industrialization, the mass media plays a significant role in shaping public perceptions on a variety of important issues, both through the information that is dispensed through it and through the interpretations it places upon this information. It also plays an important role in shaping modern culture, by selecting and portraying a particular set of beliefs, values, and traditions (an entire way of life), as reality.

The mass media consists of the internet, television, newspapers and radio. The Internet is significantly more influential than any other media. It is nearly twice as influential as TV and eight times more influential than traditional print media. The mass media is good for socializing and important in reporting people essential information and news, but it very often wastes people time and distracts their attention. The influence of media on teenagers is very big and it probably goes in the wrong direction.

The mass media has a huge influence on people of all ages but teenagers are exposed to mass media more than any other adults are. In lack of interesting places for socializing and leisure activities, teenagers turn to social networks which are more available and cheaper than other ways for searching companionships. The internet is absolutely the winner when we talk about the influence of media on teenagers. The other media like TV and newspapers are less but also present in teenagers' proportion of daily activities. During this period of growing up, they try to talk, dress and behave like popular TV and music stars. They choose which group of people to belong to, and friends to hang out with. If you want to keep in step with modern technology, it is almost impossible to resist the need to join Face-book, Twitter or MySpace. Teenagers ignore their studying and sport activities in exchange for sitting in front of their computers. Their body does not develop and grow properly and they often have health problems. Teenagers' views on things, attitudes and opinions change a lot too. They copy styles of famous people and sometimes forget who they really are. They try to look like celebrities but they do not know how to get good marks at school. The internet imposes a model of style, behaviour, attitudes and fashion and that makes children look alike and act similarly. When you walk down the street, you can see many teens wearing the same clothes.

Rich children slur poor ones and that becomes very normal in teen societies.

Three Factors affecting adolescents girls:

- Developmental Changes
- Girl Huring-Isms
- Parental Distance

## SUGGESTIONS

Sport and science must become our priorities and they must be promoted more than nowadays so that teenagers can become more interested in them... That will change their attitudes and the way of thinking and in that way their way of life will be changed a lot.

## TIPS TO IMPROVE PERSONALITY

Having a good personality is an important skill in life, the following tips would help:

- Improve your personal competencies by evaluating your strengths and weaknesses.
- Take care of your body and live a hygiene life style.
- Be yourself, do good things and have a good companion.

## CONCLUSION

Children inherit their parents physical attributes, but scientists know less about whether they also inherit the personalities of their mother and father not just one contributes to personality. Environmental also plays a part in the development of personality traits. There are multiple ways for a individual's personality to change. Individuals will change their behavior based on the ideas in their environmental that emit rewards and punishments, some of these ideas might be implicit like social role the individual change his or his personality to fit into a social role if it is individual may decide to actively try change his own behavior after thinking about his or her own action

## REFERENCES

- Boyd, D.M. (2008). Social network sites: Definition, history, and scholarship. *Journal of Computer-Mediated Communication*, 13, 210-230.
- Buffardi, L.E. & Campbell, W.K. (2008). Narcissism and social networking websites. *Personality and Social Psychology Bulletin*, 34 (10), 1303-1314.
- Calvert, S.L., Mahler, B.A., Zehnder, S.M., Jenkins, A. & Lee, M.S. (2003). Gender differences in preadolescent children's online interactions: Symbolic modes of self-presentation and self-expression. *Journal of Applied Developmental Psychology*, 24, 627-644.
- Digman, J.M. (1990). Personality structure: Emergence of the five-factor model. *Annual Review of Psychology*, 41, 417-440.
- Erikson, E. (1959). *Identity and the life cycle*. W.W. Norton & Company Inc: New York.
- Ewen, R.B. (1998). *Personality: A topical approach*. Mahweh, NJ: Erlbaum.
- John, O.P. & Srivastava, S. (1999). The Big-Five trait taxonomy: History, measurement, and theoretical perspectives. In L.A. Pervin & O.P. John (Eds.), *Handbook of personality: Theory and research* (Vol. 2, pp. 102-138). New York: Guilford Press.
- McCrae, R.R. & John, O.P. (1992). An introduction to the Five-Factor Model its applications. *Journal of Personality*, 60, 175-215.
- Nenad Jevtic (2011), *The Influence of Media on Teenagers*, [http://www.nokesoft.com/fdv/Radovi\\_PDF\\_2011/The%20Influence%20of%20Media%20on%20Teenagers.pdf](http://www.nokesoft.com/fdv/Radovi_PDF_2011/The%20Influence%20of%20Media%20on%20Teenagers.pdf)
- Norman, W.T., & Goldberg, L.R. (1966). Raters, rates, and randomness in personality structure. *Journal of Personality and Social Psychology*, 4, 681-691.
- Srivastava, S. (2010). *Measuring the Big Five Personality Factors*. [Online] available <http://www.uoregon.edu/~sanjay/bigfive.html> (July 7, 2010).

# THE IMPACT OF SOCIAL MEDIA ON THE CHANGING PATTERNS OF COMMUNICATION AND LANGUAGE USE AMONG COLLEGE – GOING STUDENTS

**A. Irudayaraj**

*Research Scholar, Journalism and Mass Communication Department, Periyar University, Salem – 636 011.*

## **I. Introduction**

Once I was sitting with a young man who was very busy in chatting with his online friends through his Facebook page. He seemed to be involved in multi-tasking-posting information, uploading photos, giving comments to the photos, chatting with two three friends etc. I was just observing his online activities for half-an-hour. He was using many broken words and acronym in his online chatting. I could not follow his language. I just asked him about the meaning of code language he was using with his friends. He said, “This is our new online language that has emerged in the wake of popular use of number of social media”. He also hastened to add that that all his online friends perfectly understand this online language and communication took place without any interruption.

Today, internet-based communication has taken a center stage in all our activities. Social media has become an efficient and effective communication tool for social interaction in our daily lives. The number of social media users is growing alarmingly day by day. The college-going youth who are in the process of searching their identity and trying to make meaning of their very existence, involve themselves in continuous interaction with others. It is in and through on-going interaction with others; they come to know who they are and who they want to be.

Social media have become very attractive to them because it is not only cheap in terms of cost, but it is also easily accessible, interactive and user-friendly. Thus, in the eye of college going students social media have become a new and compelling form of social interaction with their online friends. In India, there are 71 million active Facebook users. It is heartening to know that more than 60% of social media users

are youngsters and their age group ranges from 25-34.

There is no doubt that social media has transformed the way we interact with each other. From sharing our ordinary thoughts and ideas or planning a night out, most people tend to organise their social lives in and through social media. In other words, digital based technology engagement has a significant influence on the interaction mode of the present youth community. Traditionally, the college students had face-to-face interaction have a physical contact with their friends. Now social media have facilitated a mediated interaction between online friends giving a simulated experience. Simulated experience is that the social media users have a feeling that they directly talk to their friends in social media although they remain far away from them. Then what is the difference between face-to-face communication and online interaction?

<b>Face-to-face interaction</b>	<b>Online interaction</b>
1. Communication is very direct	1. Communication is mediated
2. I have a physical contact- it is embodied	2. No physical contact, it is disembodied
3. I could read non-verbal signals	3. I could not read non-verbal signals
4. I could not be anonymous	4. I can be anonymous
5. I cannot talk to more than one person	5. I can talk to more than one person
6. It leads to personal relationship	6. It is an impersonal relationship
7. I cannot express my ideas freely	7. I can express my ideas freely
8. I cannot be very creative in communication	8. I can be very creative in communication

These differences are very significant when we talk about the prevalence of social media use among the students. The fact that youth group is attracted towards social media brings out the salient features of online communication. In face-to-face communication we could talk to only one person, at a time, who

is present with me. On the contrary, in online situation, social media have enabled us to communicate with much a larger number of people on a global scale. This means that the social media users are making friendships with the people of different regions, languages and cultures. This gives them a rich experience of interacting with persons of varying interests and ideologies.

How has this shift from physical interaction to online interaction affected or influenced the way we speak, communicate and write English? The young people speak in a new online language. First of all, they communicate their ideas more than one ways. In social media, they could either send a text message or post a picture which they think is more appropriate to convey a message. And that message is reached to a wider circle of friends who are all over the world. Secondly, they have learnt to use English skillfully and creatively. We witness an ever increasing speed of communication taking place in this internet era. Social media has allowed the college students to communicate quickly and effectively. What they exchange in the form of messages are concise, brief and crisp. This effective message is shared among thousands of friends at the same time. They use number of code words or acronyms for easy communication. Some of the given in the table.

Acronyms used in social media	The expansion of the acronyms
1. LOL	1. Lough out loud
2. ASL	2. Age, sex, location
3. OMG	3. Oh my god
4. AYL	4. Are you listening
5. BFF	5. Best friend for ever
6. BZY	6. Busy
7. TTYL	7. Talk to you later
8. BF / GF	8. Boyfriend / Girlfriend
9. IDK	9. I don't know

We may think that the social users are very lazy to use longer and meaningful sentences. But they think that they are very quick and at the same time they communicate very effectively. They have also said that they have save a lot time by the acronyms on social media. Apart from using acronyms, they also use

emoticons, a representation of a facial expression such as a smile or frown, formed by various combinations of keyboard characters and used to convey what the user is feeling or to express the intended tone without actually having to write it.

This paper attempts to study and examine how does the use of social media have an impact on the communication patterns and the way the students are making use of language in their interaction.

## II. Review of Literature

It is a common phenomenon that the use of social media among the college-going students has a big inroad into their daily activities. We could observe a new and novel way of communicating with each other. A whole host of new words originating from social media and the wider use of internet has become a commonplace among them. And these words have slipped into popular usage and we don't realize it. For example, we have words like blogosphere - a collective word for personal websites called blogs, troll- someone who creates conflict online by starting argument or upsetting people and buzzword- a word or phrase that is fashionable at a particular time or in a particular context. All these developments we are witnessing in the wake of phenomenal growth of social media. This review of literature looks at other studies which made an enquiry into the communication patterns and the type of language use in social media.

Social media networks include, "web-based services that allow individuals to construct public and semi-public profile within a bounded system, articulate a list of others users whom they share a connection, and view and traverse their list of connection and those made by others within their system" (J.P. Ahluwalia, 2012).

He emphasizes that social media essentially gather the like-minded people on a single platform. "Social networking websites are online communities of people who share interests and activities, or who are interested in exploring the interests and activities of others. They typically provide a variety of ways and for

users to interact, through chat, messaging and email” (J.P. Ahluwalia, 2012).

Wetherell and Maybin (1996) outlined the importance of language in any discourse. One must understand the fact that each person is exposed to a variety of narrative forms. Discourses are capable of constructing the self and one’s identity; they not only state but also do things, they are not a simple reflection of the world but also they make sense of perceptions of the self. In the light of these assumptions the idea of a ‘narrative self’ took shape. This narrative self is facilitated well in social media. Telling stories is both an individual and social act to form identity. And it also implies the existence of one or more narrative threads forming multiple identities.

John A. Bargh (2002) conducted a study on how the internet played a role in expressing one’s true self online. When compared to face-to-face communication, the internet users were freer in expressing their true self in online situation. It was because of two important and unique features of the internet. First and foremost was the ability to be relatively anonymous in one’s own individual and group level social interactions. This enabled one to express oneself in the ways not available in the usual social sphere. It was because, one could be free of expectations and constraints placed on us by those who know us. And, it was also because of the costs and risks of social sanctions for what we say and we do were greatly reduced. Second, in the traditional face-to-face communication there were real barriers in disclosing one’s taboos and negative aspects of oneself even to close friend and family members. These barriers were not present in online situation.

Sherry Turkle, (1995). has found out that the design of the computer’s user interface (that allows the user to interact with system) could be described as opaque and transparent in that it would hide the machine from the user, “the machine is only visible through its effects”. This style of interface, with its interactive objects and dialogue boxes, encouraged exploration, play and tinkering; one must interact with the machine’s simulations in order to understand the machine Simulation would be

a technique of representing a real world by a computer-mediated programme.

Through the interface, simulations on the screen allowed the users to “step through the looking glass” and to project themselves into the simulations and explored multiple possibilities of conversation and interaction. The simulations were both interactive and reactive. The computer screen became “a play of surface simulations to be explored”. It is an exploration of real life experience in using a computer programme. The simulations possessed reactivity that had the ability to intensely hold the user. For, social media could hold its users in the virtual conversation at least for an hour or so. Sherry Turkle termed this as “holding power” (Turkle, 1984). It was because of this holding power that computers have become culturally powerful objects” (Turkle, 1995).

Kaveri Subrahmanyam, (2004) along with her research team explored the idea that adolescents’ online interactions were both a literal and a symbolic for representing two major adolescent issues sexuality and identity. Although instant messages are the most popular communication modality among adolescents, their private nature makes them impossible to study in detail. In contrast, the public nature of internet communication applications such as chat rooms blogs and bulletin board affords us an open window into adolescent concerns and they were easy to examine the content of an online teen chat room in this study.

This study has revealed that online medium provided adolescents with a venue wherein they could deal with the developmental issues as in their offline lives. In the case of sex-related issues, it provided a place to discuss embarrassing topics in an anonymous social context. It also provided a relatively safe place to “practice” new kinds of relationships, such as dating and other chitchats etc.

The research team also saw that the identity categories are just as salient as offline and the teens went to great lengths to overcome the “facelessness” and “placelessness” of the medium to present themselves and learn about the critical categories of identity of others.

Meehthild Maczewski (2004) made a study on how youth view their experiences of

online interactions. Three main themes had emerged in the study. First is the notion of vowness-experiencing excitement and expansion. Second is the experience of freedom, power and connectedness. And, third is the exploring self and identities through virtual relationships. He had an interesting finding that the youth who are engaged in online activity do not primarily engage in one activity but multiple activities often at the same time. They were chatting with friends, hosting chats themselves, producing their own magazines, designing their website, finding information, engaging in political activism, playing games and many more. In all these online activities they experience excitement and expansion of relationship.

Going online was not only very convenient to youth but also it made them feel very relaxed and feel free. They defined online space as a space of their own, where they were connected with people and they felt that they could really talk to and engage in similar interests with their friends. Personal space is important for exploration of self and identities. In her analysis, she had described how youth online found such a space in social media, because they were able to express themselves in ways not found for themselves in traditional media. From the responses of the youth, the researcher was able to find out the differences between online experiences and on-ground experiences. In their on-ground world, they thought that they did not express themselves honestly. Whereas, in online situation, they were free to express themselves honestly.

Samuel D. Gosling et al. (2007) conducted a study how Facebook users make an impression about themselves to others in online situation by making use of their profile information given in social media. More specifically, the researcher wanted to assess how accurate these impressions the Facebook users have made through their profile information. There were two mechanisms by which an individual's personality could become expressed in an environment. They were identity claims and identity clues left by their behaviors. It is also called as behavioral residue.

Identity claims are the symbolic declarations that individuals make to themselves

or others in an attempt to convey how they would like to be seen. It ranged from the way one clothed to explicit verbal statements about their inner belief. On the other hand, behavioral residue referred to the inadvertent clues left by one's behavior.

The study revealed that social networking sites were more relevant and valid means of communicating one's personality. Facebook-based personality impressions showed consensus for extravert behaviors. In other words, they were keen to know what was happening outside of them.

Latisha Asmaakshafie (2012) made a study on how Malaysian university students constructed their online identities using personal profiles, profile images, nicknames and languages in their Facebook pages. The study revealed that the social networking sites provided ample opportunities to construct their online identity through careful selection of profile images and nicknames which often satisfied the peer group perception about them. The study suggested that the boys were more comfortable to use their real names in the online setting, because they were at ease in revealing their true self online. On the contrary, girls preferred to use catchy, creative and appealing variations of names. These creative names were perceived to be more playful as they shift between online and offline identities.

The profile pictures were often changed and updated according to their whims and fancies. They made a careful selection of photos which were more attractive and meaningful images. When compared boys with girls in the use of photos, boys more often used their own photos as profile pictures than girls did. Girls chose photos of their beloved ones' images as their profile pictures to show that they value relationship with their significant others. Some time they also used cute and adorable visuals like babes, cartoons, flowers to project attractive images. English was a preferred language although they are given a choice in the general account settings.

Esther Kuntjara (2013) made a study on how the youth in Indonesia construct their identities in and through posting and receiving comments in the wall post of Facebook

accounts. Particularly the use of language in Facebook was taken as the subject of investigation. Data from the home wall of Facebook accounts were taken for analysis. Facebook comments were the inclusion of not only words used but also the use of emotions, pictures, videos and the play of words to express their feelings and moods. These elements were helpful as contextual cues to understand the meaning the user wants to convey in the comments. The study has revealed the fact that the use of language in virtual communication could neither be said as written nor as spoken style.

Most often the comments were in the impolite language. What is considered impolite and rude in real life communication may be accepted with ease when it was delivered in Facebook. This impoliteness and the manipulation of language which violated the standard Indonesian language, often accepted as entertaining and creative ways of communication. It was noted that there was a tendency of upgrading one's self-identity while downgrading others or of claiming one's worth of praise while being denied by others. So, one could take multiple identities with ease. The implication of these multiple identities was the possibility for the youth to get disoriented from who actually they were.

Samuel OLANIRAN (2014) made a study on how the students of University of Jos of Nigeria made use of twitter and how it has affected their communication patterns. The findings of the study suggested that the students used twitter as an alternate research medium for academic works, forming and maintaining social relationships with friends and admired personalities.

The results of the study showed that more than half of the sampled population accessed the platform through mobile phones than computers and other hand-held devices. This has indicated that a large numbers of students who use want to social media they avail smartphones in their hands. It was also revealed that one of the purposes the students of University of Jos to use is to form and maintain social relationship with fellow students as reflected in their ability to share private information and experiences.

### III. Research Question

How does the use of social media have an impact of the changing patterns of communication and language use among college-going students?

### IV. Objectives of the study

1. To study how social media have become a new platform for social interaction among the college-going.
2. To investigate how the college students explore and experiment different ways interacting with their only friends.
3. To study what kind of information they share or exchange with their online friends.
4. To assess how a new type of online language is emerging among the college students and how it becomes a new trend.
5. To examine how this trendy online language helps the college students to establish their online identity.

### V. Methodology

Sample survey method was employed for this study. Convenience samples were taken in six departments in an arts and science college. In each department, 20 students (10 boys and 10 girls) were chosen for the study. Thus, we have 120 college-going students (60 boys and 60 girls) as our samples. The age group of the students selected for the investigation ranged from 17-23 years. Both boys and girls who are using social media on a daily basis were selected for investigation. The samples consisted both under graduate and post-graduate students.

The data given by the selected 120 students were processed and analysed with the help of SPSS. In particular, statements which are closely linked with the concept of social interaction, friendship circle, communication pattern, language use etc. are analysed separately.

### VI. Tool for data collection

The investigator prepared a structured questionnaire comprising of 50 questions and it was issued to the college-students for data collection. The questionnaire was framed in such a way to collect some basic demographic



information of the students and to know their usage pattern of internet in general and social media in particular, their main purpose of using social media etc. The study made an enquiry into what the type of information they share in social media, their main online activities which have an impact on the changing patterns of communication and language use.

The questionnaire also directly targeted on how they exchange information, upload photos has online chat that boosts their self-image and what kind of feedback they receive from their online friends. And finally, it had not only questions to probe into the area of communication aspects and online conversation but also to investigate how social media have become a new platform for coining new words, phrases and acronyms, and altogether type of online language is emerging. The questions also probed how this online language has become trendy.

The investigator was present among the students, and he clarified doubts and ambiguities when they filled in the questionnaire. After the filling up of the questionnaire, he had a group discussion with boys and girls separately. Some in depth questions were posed to them and they came out with free and frank sharing about their experiences in using social media. The group comprised 15-20 students.

## VII. Analysis of and Discussion

### a) Social media usage pattern

The study has revealed interesting facts about the general usage pattern of social media. It is their friends who mostly introduced to social media. Almost half of the population said that they felt the urgency of opening an account in social media otherwise they would feel alienated from the peer group. Facebook has topped the list of social media being preferred by the college students as their first choice among other types of social media because it is very interactive, flexible and user-friendly. Out of 120 students, 71 of them have ranked Facebook as their choice number one. WhatsApp was ranked as their second choice.

When they were asked, 'what is the main purpose of using social media?' most of them have answered that friendship building

and information sharing were main reasons for using social media. From this fact, we could infer that the social media have become an effective platform for the college-students to make friendship and build new relationship with other online friends. They have also pointed out the key elements of social media namely; interactivity, personal space and feedback have really attracted them to use social media extensively in their daily lives. The implication is that Facebook which is mostly preferred by the students has amply provided them a platform for greater interactivity in their daily lives.

### b) Online communication and Language use

There is a general tendency among the college-going students that they want chat with their friends as and they want. Many have said that they have a very casual chat with their friends just asking about their health etc. This casual chat has taken place in the normal and routine life. This is something like we have a casual conversation whenever we meet a person in the normal circumstance. But at the same time, when the occasion arises, they have had a chat on serious social issues. But, they have done this with only known friends. Because they must have similar interests and have a correct perspective. Out the 120 students who were surveyed 75 of them (63%) have said that they have a discussion of the important social issues. (Table-1)

#### I chat on social issues with only known friends

Never	8	13.3 %	5	8.3%	1 3	10.8 %
Rarely	3	5.0%	4	6.7%	7	5.8%
Sometim es	1 6	26.7 %	9	15.0 %	2 5	20.8 %
Frequentl y	9	15.0 %	8	13.3 %	1 7	14.2 %
Always	2 4	40.0 %	3 4	56.7 %	5 8	48.3 %

**Table-1**

In terms of use of language, there is a mixed feeling among the students. A good number of students have said that they want to

use only English language in their online language. It may be because they have come from the English medium of instruction in their school curriculum. At the same, more than half of the population has said that they are very comfortable when they use their mother tongue. It is possible because that social media allows the people to communicate in Tamil also. All those who are attached to their mother tongue, they want to have conversation in Tamil. Sometimes they also use transliteration. Out of 120 students, 67 of the have said that they have felt comfortable to use mother tongue in the online language. (Table-2)

**I am comfortable when I use my mother tongue in online chat**

Never	5	8.3%	10	16.7%	15	12.5%
Rarely	5	8.3%	5	8.3%	10	8.3%
Sometimes	16	26.7%	12	20.0%	28	23.3%
Frequently	13	21.7%	12	20.0%	25	20.8%
Always	21	35.0%	21	35.0%	42	35.0%

**Table-2**

Since English is a foreign language, it always carried some social status in the minds of Indians. There is a general opinion prevalent among the students that only learned persons could speak and write in English. This study has shown that the use of English language in the online conversation has a direct link with the improvement of self-image.

Out 120 students in the survey 82 of them (68%) have said that when they use English language they have a better self-image. It is interesting to note that when compared to boys, girls in big number have said that their self-mage is boosted by the use of English language. It may be because that they are good at picking up language skills.

**When I use English in online chat, my self- image is boosted**

Never	9	15.0%	8	13.3%	17	14.2%
Rarely	2	3.3%	3	5.0%	5	4.2%
Sometimes	6	10.0%	10	16.7%	16	13.3%
Frequently	16	26.7%	5	8.3%	21	17.5%
Always	27	45.0%	34	56.7%	61	50.8%

**Table-3**

Usually the college-going students are trend-setters in any area. No doubt that they have made best use of digital technology. After the introduction of social media, many young students have learnt to this facility for their daily interaction with their friends. They want to exchange communication quickly and effectively in social media and save much of the time by using broken words and acronyms.

With this background, the study had brought out an interesting result that out of 120 students, 81 of the said that use of broken words have become a new trend. (Table 4) The students have openly said that following this new trend have become synonymous with their personality.

**Use of broken words in social media has become a new trend**

Never	7	11.7%	7	11.7%	14	11.7%
Rarely	1	1.7%	3	5.0%	4	3.3%
Sometimes	9	15.0%	12	20.0%	21	17.5%
Frequently	10	16.7%	9	15.0%	19	15.8%
Always	33	55.0%	29	48.3%	62	51.7%

**Table-4**

The study has proved that the style of one's communication reveals who he or she is. Online communication has facilitated a new and innovative ways of using language. And this creative style of language helped the students construct their online identity. Out of 120 students who are surveyed, 75 of them have said that their online language has helped them to construct their identity. (Table-5)

**My style of language in online chatting constructs my identity**

Never	12	20.0%	8	13.3%	20	16.7%
Rarely	4	6.7%	5	8.3%	9	7.5%
Sometimes	8	13.3%	8	13.3%	16	13.3%
Frequently	14	23.3%	17	28.3%	31	25.8%
Always	22	36.7%	22	36.7%	44	36.7%

**Table -5**

**VIII. Major Findings**

1. The study has found that due to the peer group pressure the students have step into social media and accept as new and compelling form social interaction.

2. The students always have casual online chat with their friends. And, at the same time many want to debate on social issues.
3. The study has suggested that the students want to explore and experiment different ways of communicating messages.
4. There is a mixed feeling among the students regarding the use of English and Tamil for their online conversation.
5. Use of broken words and acronyms has become a new trend in the social media.
6. This trendy language has always helped the students to enhance their self-image.

### IX. Conclusion and recommendations

Internet has made a big revolution in the field of communication. And, social media, in particular have changed the face of human relations and the conventional human interaction in its variegated forms drastically. The young college-going students who are attracted towards social media have started to use it extensively in the daily lives. The interactive nature of social media has facilitated uninterrupted exchange of information among the online friends. They exchange ideas, comments, photos, and academic issues etc. which really empower them and enhance the all-round knowledge.

This study which investigated the impact of social media on the communication pattern and language use among college-going students has indicated that the students have experimented different kind of communication patterns and have evolved a new kind of online language. Language is always an evolving instrument and means of communication. It is naive to think that use of social media does not affect the way we use English in our day-today life. Rather it is more appropriate to consider just how much of an effect it is having on the way we communicate.

As the time changes with the technological development, people also change their way of communicating with each other. The use social media among the college-going students has led them to coin short words, broken words and forming acronyms in their mode of online communication. This has also proved to be a new trend among the student

community. But how does this new trend affect the way they speak and write in the actual reality needs further research and investigation.

### References

1. Ahluwalia J.P. (2012) *Sociology of Modern Media and Everyday life*, Altar Publishing House, New Delhi.
2. Ahluwalia J.P. (2012), *Social Media Monitoring*, Altar Publishing House, New Delhi
3. Esther Kuntjara (2013) *Creating identities through Facebook online comments: A postmodernist perspective on Indonesian youth culture*, *Merit Research Journal of Art, Social Science and Humanities*, Vol.1(5) pp. 059-066
4. KaveriSubrahmanyam et al. (2004) "Constructing sexuality and identity in an online teen chat room" *Applied Developmental Psychology*, 25 pp. 651-666
5. Latisha Asmaakshafie et al. (2012) "Constructing identity through profiles online identity and visual impression management if university students in Malaysia, *Procedia, Social and Behavioural Sciences* 65, pp 134-140.
6. Manjunatha.S, (2013), *A sociological study on the influence of social networking sites on the interpersonal relationships of college students in Bangalore and Mysore cities*, *International research journal of social sciences*, Vol. 2(6) 12-19.
7. Sherry Turkle, (1995) *Life on the screen- Identity in the age of Internet*. Touchstone, New York.
8. Samuel OLANIRAN (2014), "Social media and changing patterns among students: An analysis of Twitter use by university students" *Covenant Journal of communication*, Vol. 2, No. 1.

# A STUDY ON COMPETENCY MAPPING AMONG THE EMPLOYEES OF GB ENGINEERING ENTERPRISES PVT LTD AT TRICHIRAPALLI DISTRICT

Mrs. J. Jeyanthi, M.B.A., M.Phil., NET.,

Head, Dept. of Business Administration, Bharathidasan University Constituent College of Arts and Science, Nagapattinam – 611 001.

## ABSTRACT

*Employees today are the most important and biggest asset of any organization. This is because employees are the people responsible behind the running of the organization and helping the management in securing a position in the Business market. Therefore, keeping the employee satisfied and focused is the aim of any organization to fulfill their objective as well as satisfying the customer requirements. Competency also means the collection of success factors necessary for achieving important results in a specific job or work role in a particular organization. Success factors are combinations of knowledge, skills and attributes that are described in terms of specific behaviors and are demonstrated by superior performers in those jobs or work roles. Attributes include personal characteristics, traits, motives, values or ways of thinking that impact an individual's behavior.*

## Introduction

Employees today are the most important and biggest asset of any organization. This is because employees are the people responsible behind the running of the organization and helping the management in securing a position in the Business market. Therefore, keeping the employee satisfied and focused is the aim of any organization to fulfill their objective as well as satisfying the customer requirements. Competency mapping is a process through which one assesses and determines one's strengths as an individual worker and in some cases, as part of an organization. It generally examines two areas emotional intelligence or emotional quotient (e.q.) and strengths of the individual in areas like team structure leadership, and decision making, competency mapping also used to analyze the combination of strengths in different workers to produce the most effective teams and the highest quality work. The value of competency mapping and identifying emotional strengths is that many employers now purposefully screen employees to hire people with specific competencies. They may need to hire someone who can be an effective time leader or who has demonstrated great active listening skills, alternatively they may need someone who enjoys taking imitative someone who is very good at taking direction. When individuals must seek new jobs, knowing one's competencies can give

one a competitive edge in the job market. Competency mapping can ultimately serve the individual who decides to seek employment in an environment where he or she perhaps can learn new things and be more intellectually challenged.

Competency also means the collection of success factors necessary for achieving important results in a specific job or work role in a particular organization. Success factors are combinations of knowledge, skills and attributes that are described in terms of specific behaviors and are demonstrated by superior performers in those jobs or work roles. Attributes include personal characteristics, traits, motives, values or ways of thinking that impact an individual's behavior.

## Meaning

Competency mapping is the process of identification, evaluation of employee's competencies and organizational requirement and establishing perfect collaboration among them. Competency mapping also include development and sustain ability of competencies based on the changing organizational requirements.

## Objectives

- To align competencies with strategies of the business

- To select employees based on job and culture fit.
- To plan for career and succession
- To train and develop employees
- For individual and organizational growth.

#### Advantages of competency mapping

- Enhancement of business needs
- Aligning behaviors with business strategies
- Integration of HR systems with competencies
- Measurement of human capital
- Help to property utilize and manage to HR
- Help to appreciate human capital
- Enhances organizational competitive advantage
- Talent retention
- Develop situational leaderships skills
- Manage at the rate of organizational change

#### Statement of the Problem:

Competency mapping is excessively used in the organization to determine the crucial elements and activities. The basic reasons due to which the mapping of the competencies is done are as follows:

- Key performance area can be improved by understanding the fields where there is a gap between the actual and the desired results.
- If the competencies are determined for the given job, then the person whose career planning phase is taking place can consider those competencies and can be ready for the same.
- Through competency mapping the individual is preparing himself for the next set of responsibilities.
- With the help of the competency mapping the individual can alter the style of work where the gap exists.
- By overcoming the difference in the desired level and the actual status of performance the individual can feel the increase in the self confidence and the motivation level.

- Competency mapping leads the individual to understand the actual position and the gap from the desired status of work.
- Once the Competencies are determined proper training can be provided to the individuals to work more efficiently on the processes.

#### Scope of the study

This study is confined to the employees of GB Engineering Enterprises Private Limited, Thuvakudi, Trichy and this research study tends to assess the competencies like attitude, skill, knowledge, behavior communication employees providing the management with necessary information that indicates the deficiencies in competencies.

#### Research Design

The research design adapted for the purpose of study is descriptive in nature. A thorough analysis of information with respect to the performance appraisal has been made to arrive at logical, conclusion and suggestions were given for improvement.

#### Sample size

The sample size selected by the researcher is 50. The sample size was suggested by the organization and the list of 50 employees was collected from the Human Resource Department.

#### Sample method

Simple Random Sampling method has been adopted for this study.

#### Tools for Data Analysis

- Percentage Analysis
- Chi-square Test

#### HYPOTHESIS

1. There is an association between experience and knowledge of operation.
2. There is an association between educational qualification and opportunity for career development.

## LITERATURE BASED REVIEW

**Govinda Raj, P.A. (2001)** studied HRD climate among the executives of Bharat Heavy Electrical Ltd., Trichy. The main objective of the study was to find out the general HRD climate existing among executives in the organization. The findings of the study were the general HRD climate among executives appeared to be reasonably good at BHEL.

**Arun Moses (2002)** conducted a study on HRD climate at Kothari Sugars (Pvt) Ltd, Lalgudi, Trichy. The main objective of the study is to find out the general HRD climate providing in the organization and factors contributing to HRD climate. The findings of the study revealed that the HRD climate was at moderate level.

**Rajasekaran, M. (2005)** conducted a study on HRD climate among executives & supervisors of BHEL, Trichy. The main objectives of the study comprise of the socio-demographic factors, factors contributing to HRD climate and measures to combat the existing HRD climate. The findings of the study reveal that HRD climate is at low level and the researcher has suggested few suggestions viz., giving feedback in case of open door policy, review of performance appraisal, and awareness on career planning as to improve the HRD climate.

**Vatsala. S. (2010)** conducted a study on HRD climate among executives & supervisors of BHEL, Trichy. The main objectives of the study comprise of the socio-demographic factors, factors contributing to HRD climate and measures to combat the existing HRD climate. The findings of the study reveal the HRD climate is at low level and the researcher has suggested few suggestions viz., giving feedback in case of open door policy, review of performance appraisal, and awareness on career planning as to improve the HRD climate.

### Analysis and Interpretation

**TABLE - 1**

S. No.	Particulars		No. of respondents	Percentage
	Category	Classification		
01	Age	Below 30	30	60
		30-40	11	22
		40-50	06	12
		Above 50	03	06
02	Sex	Male	41	82
		Female	09	18

03	Educational qualification	Below 12 <sup>th</sup> Std	05	10
		ITI	06	12
		UG	19	38
		PG	20	40
04	Marital Status	Married	21	42
		Unmarried	29	58
05	Experience	Below 5 years	35	70
		5-10 years	07	14
		Above 10 years	08	16
06	Monthly Income	Below 10000	36	72
		10000-15000	09	18
		15000-20000	03	06
		Above 20000	02	04

### Inference

From the above table it is inferred that 60% of respondents belong to the age group of below 30 years. 22% of respondents fall in the age group of 30-40 years. 12% of respondents are in the age group of 40-50 years and 6% of respondents belong to the age group of above 50 years. 82% of respondents are male and 18% of respondents are female. 40% of the respondents have completed their post graduate, 38% of the respondents are graduates 12% of the respondents are ITI holders. 10% of the respondents are qualified below 12<sup>th</sup> STD. 58% of respondents are unmarried. Remaining 42% of the respondents are married. The majority 70% of the respondents have below 5 years of experience. It is inferred that more than 72% of respondents earn below Rs.10,000. 18% of respondents earn between Rs.5,000 to Rs.10,000 6% of respondents earn Rs.15,000 to Rs.20,000 only 4% of respondents earn more than Rs.20,000.

**TABLE - 2**

S. No.	Particulars		No. of respondents	Percentage
	Category	Opinion		
01	Importance of Competency to successful performance of Job	Agree	39	78
		Disagree	11	22
02	Recognizes their performance	Award	15	50
		Reward	10	30
		Promotion	25	20

### Inference

From the above table it is inferred that 78% of respondents agree that competency is vital for successful performance of the job. 22% of the respondents disagree with the fact. 50% of respondents agree that the company recognizes their performance by giving promotion. 30% of respondents are awarded and 20% of

respondents get rewards in recognition for their performance.

**TABLE – 3**

S. No.	Particulars	Opinion	No. of respondents	Percentage
01	Trust and sincerity	Yes	27	54
		No	23	46
02	Receptive to corrections	Yes	42	84
		No	08	16
03	Limited Supervision	Yes	26	52
		No	24	48
04	Changing circumstances	Yes	36	72
		No	14	28
05	Produce quality result	Yes	41	82
		No	09	18
06	Problems at work place	Yes	31	62
		No	19	38
07	Knowledge of materials	Yes	27	54
		No	23	46
08	Operational Knowledge	Yes	33	66
		No	17	34
09	Standard of specification	Yes	27	54
		No	23	46
10	Product Testing	Yes	28	56
		No	22	44
11	Opportunity to take risks	Yes	32	64
		No	18	36
12	Unattended	Yes	23	46
		No	27	54
13	Non threading way	Yes	30	60
		No	20	40
14	Quite satisfied with designation	Yes	24	48
		No	26	52
15	Stimulating and Challenging	Yes	34	68
		No	16	32
16	Industrial development plans	Yes	27	54
		No	23	46
17	Development and performance	Yes	35	70
		No	15	30
18	Career development and promotion	Yes	28	56
		No	22	44

### Inference

- The majority 54% of respondents agree that they exercise their responsibilities with trust and sincerity.
- The majority 84% of respondents agree that they are receptive to corrections.
- The majority 52% of respondents agree that they are able to work limited supervision.

- The majority 72% of respondents agree that they adjust to changing circumstances.
- The majority 82% of respondents agree that they work with positive attitude to produce quality result.
- The majority 62% of respondents agree that they take voluntary step to address existing and potential problems at the work place.
- The majority 54% of respondents agree that they have detailed knowledge of materials.
- The majority 66% of respondents agree that they have operational knowledge.
- The majority 54% of respondents agree that they have knowledge on product standard of specification.
- The majority 56% of respondents agree that they have knowledge on product testing.
- The majority 64% of respondents agree that they are given opportunity to take risks.
- The majority 54% of respondents disagree that they are helped to acquire competence rather than being left unattended.
- The majority 60% of respondents agree that they are given to weakness of employees are communicated them non-threading way.
- The majority 52% of respondents disagree that they are quiet satisfied with the designation holding at present.
- The majority 68% of the respondents agree that their job is stimulating and challenging.
- The majority 54% of respondents agree that industrial development plans have been formulated.
- The majority 70% of respondents agree that mentoring and coaching programme are applied for development and performance.
- The majority 56% of respondents agree that they are given opportunity for career development and promotion. 44% of respondents disagree the same.

## SUGGESTIONS

- ✓ The organization can design and implement at rewards for desired behaviors and performance.
- ✓ The organization can train and develop employees in order to acquire the required competence.
- ✓ The organization can develop situational leadership skills.
- ✓ The organization should motivate team initiative.

## CONCLUSION

People are the key components of any company's ability to execute its strategies and achieve its goals. Companies who are able to better engage their people can deliver better business performance and returns to shareholders. Competency mapping can help the organization and the other management executive to understand their individual competency. The competency mapping research is conducted to determine how the employees and the executive management can be effectively engaged in their work. GB Engineering Enterprises Pvt Ltd, Trichy select employee based on job of culture feel which lead to individual and organizational growth. The competency mapping system is good in GB Engineering Enterprises PVT Ltd and it has helped their employees to understand their actual position and the gap from the desired status of work.

## BIBLIOGRPHY

1. Gary Dessler Human Resource Management.
2. Grey D. Competency mapping <http://www.Forum.org/what-is.html> 1996
3. John W. Newstrom – Organizational Behaviour Tata MC.Graw-Hill Publishing company Ltd New Delhi, 2002.
4. R. Palan Competency mapping a practitioner's guide 2003.
5. Seema Sanghi A hand book of competency mapping: understanding and designing competency models 2003.
6. Stephen P. Robbins Organization Behaviour
7. Thomas G. Cummings, Christopher, G. Worley organization and change July 2008.



# A STUDY ON ATTITUDE OF TEENAGE GIRL STUDENTS TOWARDS SEX EDUCATION

**P. Jayalakshmi\***

*\*Ph.D. Research Scholar, Dept. of Social Sciences, Asst. Professor, Dept. of Social Work,  
Bharathidasan University Constituent College for Women, Orathanadu.*

&

**Dr. C. Subramanian\*\***

*\*\*Professor & Head, Dept. of Social Sciences, Tamil University, Thanjavur*

## ABSTRACT

*In the present global scenario sex education need to be imparted for the betterment of the society. Many experts insist upon the same because it leads lot of problems in the society. It is a healthy and positive phenomenon to deal with present generation. In the context of sanskritization process people wrongly understood sex, it reflects on many families for wrong dos. To remove bad effects, sex education used as a tool at different level. Such need was felt and a research study was pursued. Sex education is the most powerful tool which helped human being in the expansion of cultural heritage to a great extent.*

*The research study was conducted among the college students from two big colleges in Thanjavur, Kundavai Nachiyar Government College for Women and Bonsecours College for Women. There are 1994 students' altogether. It was decided by the researcher to study only B.Com and B.C.A students as a sample of this study. The researcher selected 50 samples in which 25 samples from each college. In this study the researcher adopted Purposive Sampling Method by way of selecting B.Com students and B.C.A students. The data were collected through Questionnaire method. Descriptive Research Design was used in this study.*

*This study mainly expresses that there is a strong relationship between age, educational qualification and their level of knowledge on sex education. Teenagers are in very much need of sex education, they are having lack of knowledge on sex and sex related matters. Majority of the respondents are of the view that sex education helps to avoid many sex related problems and to keep away from STD/AIDS problems. Type of family has no role to play with their level of knowledge on sex. Still many Teenagers are having reservation to discuss above sex matters with their parents. In addition to this students need to be imparted sex education at different levels. Further appointment of student counselors in colleges will reduce many problems and will create a chance to organize many Healthy sex education programmes among teenage girls.*

## INTRODUCTION

Education is the most powerful tool which helped human being in the development of cultural heritage to a great extent. It assists human being to take the problems which they face in real life situation, without it man can not go forward. It helps the human being for complete living. The word education is derived from Latin word "Educate" which means art of bringing forth, art of leading forth and art of drawing out. Thus education means, Bringing forth, Leading out, Finding out and Bringing out the original idea from the pupil.

Since talking about sex is a taboo in the Indian society, the adolescents cannot freely approach his/her parents for guidance. Also, those who seek guidance from parents are not satisfied because the latter try to evade

discussion or are not able to give satisfactory answers.

A few of them try to gather information through books, films or from friends but a majority does not have access to such an information. Many a time, the adolescent receives wrong information and these myths and misconceptions are carried throughout their lifetime. Therefore, there is a need to provide adolescents with information so as to enable them to cope better with these changes. Though there is a need to educate the adolescents on sex education, parents oppose such educational programmes due to the fear that imparting sex education would lead to experimentation with sex.

Sex is probably one area of our lives about which we know so little. And whatever

little we happen to know about sex in bits and pieces through sources like friends, acquaintances and cheap sex books. It is indeed ironical that while sex is such an important in our life, parents, elders and teachers in India hardly play any significant role in providing scientific knowledge.

Many research studies have revealed that adolescent girls generally lack adequate knowledge about sexual matters and contraception which results in early pregnancy, increased pre-marital sexual activity, increased risk of STD infections including HIV/AIDS, maternal morbidity and mortality and unsafe abortions.

They are growing up in the world in which they experiment more, make choices and take risks and learn by their own experiences than by those of others. Family Influences on Adolescents Sexual Behaviors, it was revealed that conservative maternal attitudes about sex delay the development or sex behavior.

Moreover, it must be taught with experimentation. Only such technique would develop scientific attitude among the citizens of tomorrow, and train them up in scientific method. Further, scientific attitude will be the basement for modernization, putting an end to superstitions implanted in our countrymen from time immemorial.

Hence, a research study is the present need of our society.

## REVIEW OF LITERATURE

**Nokwe (1991)** explained that the knowledge about sex education depends on the attitudes of teachers who will be responsible in teaching situation and on the attitudes of parents who play vital part in the informal education of the learner. In his study he found that many people support that sex education must be offered as a separate course at schools, Supporting the view of informal education, (Gallagher & Gallagher, 1996: 13; Steele, 1999: 331) noted that infants and toddlers received sexuality education through examples when their parents talk to them, dress them, show affection and teach them the names of their body parts. They emphasize also that sex education begins at an early stage of a child.

In contrast to the above beliefs. Sapire (1986:419) found that there is no evidence that sex education leads to an increase in sexual activity.

According to **Ndlangisa (1999)** teachers can not advise children on sexuality issues because they were not exposed to sex education at their homes and their training did not include the subject. Trudell 1993: 6) supports the view by stating that teachers can not truly educate if they are given a script to read and told that they cannot deviate from it to discuss-open-ended questions that the learners ask about sex education. It seems that peers and friends take an active role *in* each other's sex education. This is viewed as a case of blind leading the blind with incomplete and wrong information (Moore & Rosenthal. 1993: 66).

According to **Macleod (1999)** both females and males demonstrated a significant increase in their level of sexual knowledge after being exposed to programme presented by FAMSA.

**Stack (1994)** stated in his study that premarital sex is lowered by rural residence possibly due to greater difficulty in finding sex partners because of low population density. According to Macleod (1999) black learners, rural adolescents have greater sexual knowledge than their urban counterparts with age as a co-variate. Majija (Ndlangisa, 1999) reported that parents in urban settings discuss sex-related topics with their children more than parents in rural settings. Forty-two percent of urban sample of pregnant teenagers said that their parents informed them about contraceptives, While only 6.85% of the rural sample did (Macleod, 1999:9).

## RESEARCH METHODOLOGY

The term methodology refers to the method, adopted in arriving at scientific solutions to the problems because the term research itself implies Problem rising and problem answering While finding out a solution to a problem various stages are involved such as Data Collection.

### Statement of the Problem

Sex education equips learners with life skills reduces the high level of dropping out and of unwanted pregnancies. It gives knowledge to teenagers on how to prevent transmission of diseases and health problems. Sex education offers sexuality programmes which aim to provide accurate information about human sexuality and an opportunity for the people to develop and understand their values, attitudes and beliefs about sexuality. The learners are helped to develop relationships and interpersonal skills and exercise responsibility regarding sexual relationships including addressing abstinence. The study of attitudes of college learners is important because an increasing number of teenage pregnancies, rapid growth of sexually transmitted diseases and AIDS, abortions and drop outs. Sex education It has immense biological and traumatic consequences, which jeopardize the life opportunities of the youth.

The study therefore, might contribute in moderating and re-molding the attitudes of learners towards sex education by inducing clear understanding. This study would reveal the attitudes of learners towards sex education. Therefore, the parents, teachers and the department of education would know the ideas of students who suffered most and eventually become dropouts. The literature in support of the current study is found in abundance.

The current study intends to establish relationships between attitudes and variables such as gender, age, grade and residence towards sex education. Most studies in this field review one variable at a time. This motivated the researcher to study the influence of variables such as gender. Urban-rural dichotomy, selected different ages and selected different grades on attitudes towards sex education.

### OPERATIONAL DEFINITIONS

#### Sex education

Sex education is instruction on issues relating to human sexuality, including human sexual anatomy, sexual reproduction, sexual intercourse, reproductive health, emotional relations, reproductive rights and responsibilities, abstinence, birth control, and other aspects of human sexual behavior.

Sex education is information about sex and sexual relationships that adults teach to young people.

#### Knowledge and Attitude

Knowledge is a familiarity with someone or something, which can include facts, information, descriptions, or skills acquired through experience or education.

An attitude is an expression of favor or disfavor toward a person, place, thing, or event.

### AIM OF THE STUDY

This study is mainly aimed to find out the attitude and knowledge of the adolescents towards sex education.

### OBJECTIVES OF THE STUDY

- (i) To analyses the socio-economic conditions of college students
- (ii) To know the level of knowledge on sex education.
- (iii) To find out the attitude of the college students on sex education.
- (iv) To analyses the relationship between the socio-economic condition and level of knowledge of the college students on sex education.

### RESEARCH DESIGN

Research Design is Descriptive Method. This is a descriptive design in a sense that it is essentially a fact-finding approach related largely to the present and abstracting generalizations by the cross section of the study of the current situation. Under the classification of descriptive design analysis traditional, Institutional, socio-economic factors, that level of knowledge and attitude on sex education in the study area. In this study, exogenous, endogenous, dependent, independent variables are used. In this study level of knowledge and attitude on sex education is a dependent variable and social economic factors are taken as independent variable among the independent variable. There are exogenous and endogenous variables. For example Family, Income, Cultural factors are taken as an exogenous because they operate from outside. Endogenous variables are operating from inside

like attitude, behavioral pattern, and social values and so on.

### Area of field of study

The research study was conducted in two important colleges in Tanjavur. Since, it was decided by the researcher to study only B.Com and B.C.A students as a sample of this study, the researcher selected 50 samples in which 25 samples from each college.

### Sampling

In this study the researcher adopted **Purposive Sampling Method** by way of selecting B.Com students and B.C.A students. The data were collected through Questionnaire method. All the hypotheses were tested.

### SOURCE OF DATA

#### Primary Data

For this research work most of the information was obtained through primary data with the help of Questionnaire designed for college students. The Questionnaire was also administered to collect the personal and socio-economic data.

#### Secondary Data

The secondary data and information pertaining to the study was collected from the journals, articles, records and books available in the libraries.

#### Pre-test

The researcher after construction of the Questionnaire, she had administered the Questionnaire to 5% of the respondents with the result and consultation with agency personnel and research guide, the researcher rearranged the questionnaire with some modifications and gave importance to the responses given by the respondents.

### ANALYSIS OF DATA

The researcher analyses the socio-economic, demographic factor, the data was analysed with % analysis systematically.

The collected data was presented in tables, diagrams with proper description.

### LIMITATIONS OF THE STUDY

Though the research has been properly planned and well executed, there are certain limitations, which are inherent in nature and are out of the researcher's control. The effectiveness of the project is felt only when the results are read along with the limitations and constraints faced during the course of this study. The following are the limitations.

1. The responses from the respondents could be casual in nature. This may be due to lack of interest or time on their part.
2. The college students' population was quite large and there was not much scope for getting the feedback personally.
3. The correctness of information provided by the respondents in the personal data could not be established.
4. Some of the information provided by the respondents might not be correct.

### ANALYSIS AND INTERPRETATION

Table No: 1

#### Distribution of the Respondents based on their Opinion on Importance of Sex Education

S. No.	Importance of Sex Education	No. of Respondents	Percentage
1	Yes	37	74
2	No	13	26
	<b>Total</b>	<b>50</b>	<b>100</b>

Table No: 1 shows distribution of the respondents based on their opinion on importance of Sex Education. From the above table the researcher clearly depicts that very good majority (74%) of the respondents are having positive opinion on Importance of sex Education. The remaining (26%) of the respondents expressed that there is no need to have sex education.

#### Inference

Very good majority (74%) of the respondents are having positive opinion on Importance of sex Education.

**Table No: 2**  
**Distribution of the Respondents based on Reason for Importance of Sex Education**

S. No.	Reason for Importance of Sex Education	No. of Respondents	Percentage
1	To avoid problems	18	36
2	To lead a happy life	04	08
3	To aware of what is sex	15	30
4	Not Applicable	13	26
	<b>Total</b>	<b>50</b>	<b>100</b>

Table No: 2 shows distribution of the respondents based on the reason for Importance of Sex Education. From the above table the researcher clearly understood that (36%) of the respondents are giving importance to sex education because it helps to avoid problems. (30%) of the respondents are supporting sex education due to have awareness on what is sex. (26%) of the respondents are not at all aware of importance of sex education. Nearly (08%) of the respondents are supporting importance of sex Education because they wanted to lead a happy life.

#### Inference

More than (36%) of the respondents are giving importance to sex education because it helps to avoid problems.

**Table No: 3**  
**Distribution of the Respondents based on their opinion Towards the Use of sex education**

S. No.	Opinion Towards the Use of Sex Education	No. of Respondents	Percentage
1	Removes myths and misconception	10	20
2	Needed for teenagers to satisfy their curiosity	15	30
3	Protects from STD/AIDS	05	10
4	Prepares on individual for married life	08	16
5	Help to promote contraception/ population control	12	24
	<b>Total</b>	<b>50</b>	<b>100</b>

Table No: 3 shows distribution of the respondents based on their opinion towards use of Sex Education. From the above table the researcher clearly came to know that nearly one third (30%) of the respondents are expressed that sex Education helps satisfy the curiosity of the teenagers. (24%) of the respondents are expressed that sex Education helps to promote contraception/population control. (16%) of the respondents are expressed that sex Education helps to prepares individuals for married life. (20%) of the respondents are expressed that sex Education helps to remove myths and misconceptions. The rest (10%) of the respondents are expressed that sex Education helps to protect s from STD/AIDS.

#### Inference

Nearly One third (30%) of the respondents are expressed that Sex Education helps to satisfy the curiosity of the teenagers.

**Table No: 4**  
**Distribution of the Respondents based on their opinion Towards Most preferred Sources of sex education**

S. No.	Sources of Sex Education	No. of Respondents	Percentage
1	Doctor / Teachers / Counsellors	09	18
2	Friends	28	56
3	Televisions	10	20
4	Books & Magazines	03	06
	<b>Total</b>	<b>50</b>	<b>100</b>

Table No: 4 shows distribution of the respondents based on their opinion towards most preferred sources of sex Education. From the above table the researcher clearly understood that (56%) of the respondents are revealed that friends are the most preferred sources of sex Education. (20%) of the respondents are revealed that Television is the most preferred sources of sex Education (18%) of the respondents are opined that Doctors / Teachers / Counsellors are the most preferred sources of sex Education and the minimum (06%) of the respondents are expressed that

books and magazines are the most preferred sources of sex Education.

### Inference

(56%) of the respondents revealed that friends are the most preferred sources of sex Education.

### Major findings

- Very good majority (74%) of the respondents are having positive opinion on Importance of sex Education.
- (36%) of the respondents are giving importance to sex education because it helps to avoid problems.
- Nearly One third (30%) of the respondents expressed that Sex Education helps to satisfy the curiosity of the teenagers.
- (56%) of the respondents revealed that friends are the most preferred sources of sex Education.

### Suggestions

In present days, parents and the old-fashioned elements of the society think about that sex education to our children in the schools and form parents would make them more unconventional and increase their immoderation in sexual intercourse.

- College and school can hold debates and discussions on the importance of sex education and sensitize teachers and students.
- A majority section of the Indian society lives below the poverty line. Therefore, in order to attract the attention of this social stratum, alternate methods of education must be approached.
- Another important point within sex education is to teach the youth about personal hygiene.

### Conclusion

The age of modernization and progress has virtually opened a Pandora's Box opportunities and choices for the youth today. This makes the need for and the importance of sex education among the youth necessary. The young are unpredictable and have the risk taking streak in

them which makes them vulnerable. As far as sex education for youth is concerned, one does see the obvious increase in unwanted teen pregnancies, teen miscarriages, abortions and the spread of STDs.

In present day situation girl children's are having lack of knowledge on sex and other related matters, they need to be educated on sex by the experts then and there even in the educational institutions in order to avoid sex related problem. Further there is felt need on the part of the educational institutions and government has to appoint social workers in all educational institutions to organize and to provide counseling services to the needy as well as the victims.

### REFERENCES

1. Avery CE, Lee MR (1964) Family life education: its philosophy and purpose. *The Family Life Coordinator* 13(2): 27–39. doi: 10.2307/581561.
2. Behrman JR et al (2006) Adolescent Health Programs. In: Jamison et al., editors. *Disease Control Priorities in Developing Countries. The International Bank for Reconstruction and Development / the World Bank, Washington: USA.*
3. Government of India (2007) *Study on Child Abuse: India.* New Delhi: Ministry of Women and Child Development.
4. Government of India, National Population Policy (2000) New Delhi: Ministry of Health and Family Welfare.
5. Jejeebhoy SJ (1998) Adolescent sexual and reproductive behavior: a review of evidence from India. *Social Science and Medicine* 46(10): 1275–1290. doi: 10.1016/s0277-9536(97)10056-9.
6. Santhya KG et al. (2003) Sexual and Reproductive Health needs of Married Adolescent Girls. *Economic and Political Weekly* 38(41): 4370–4377.
7. UNICEF (2011) *The State of World's Children: Adolescent-An Age of Opportunity.* Available: [http://www.unicef.org/sowc2011/pdfs/SOWC-2011-Main-Report\\_EN\\_02092011.pdf](http://www.unicef.org/sowc2011/pdfs/SOWC-2011-Main-Report_EN_02092011.pdf). Accessed 2012 Jan 27.

8. WHO (2006) Promoting and safeguarding the sexual and reproductive health of adolescents, Policy Brief 4: Implementing the Global Reproductive Health Strategy. Geneva: Switzerland.
9. World Health Organization (2003) Family life, reproductive health and population education-key elements of a health promoting school: Information Series on School Health, Document 8. Geneva: Switzerland. Accessed 2011 May 13.

# PREGNANT, LACTATING MOTHER AND NEW BORN CARE PRACTISES IN THE NON INSTITUTIONAL DELIVERIES

Karthik. B., Ph.D., Scholar (Social Work),\*

\*Christ University, Near Dairy Circle, Hosur Road, Bangalore

&

Dr. Hemalatha. K.\*\*

\*\*Associate Professor, Christ University, Bangalore.

## ABSTRACT

*Pregnancy and childbirth are special events in women's lives, and, indeed, in the lives of their families. This can be a time of great hope and joyful anticipation. The primary aim of antenatal care is to achieve, at the end of pregnancy, a healthy mother and a healthy baby. The quality of care is more important than the quantity. Pregnancy requires specialized care, generally agreed to be a preventive activity. Where antenatal visits do occur, they appear to occur infrequently, late in the pregnancy and their content is unclear. Moreover, it appears that antenatal services are likely to be sought by women who experience difficulty or signals of a complicated delivery than other women. Poor utilization of services reflects cultural and socio-economic constraints as well as perceptions regarding accessibility of facilities and quality of care. Nearly 64% of women who did not utilize antenatal services consider it unnecessary, reflecting the traditional notion that child bearing is not an event worthy of medical attention.*

*Over all development of a country is incomplete without women who constitute nearly half of the human resource potential available. A women requires special attention during 15-44 years of her life since she gets matured sexually and socially, gets married, conceives and gives birth to children during this phase. If proper care is not taken during this child bearing process, then it affects the overall health especially the reproductive health of the women as well as the health and well-being of the new born child. In real sense the place of delivery is an important aspect of reproductive health care provided to the mother and the quality of care received by the mother and the new born baby depends up on the place of delivery.*

*If the child is born at home, then chances of getting infected from un hygienic environment are more and it is very tough and sometimes impossible to handle prenatal and postnatal child birth complications. In India it is a prevalent practice to deliver the child at home instead of taking the pregnant women to some health facility. This is more common in rural areas.*

*Institutional births results in reduced infant and maternal mortality and increased overall health status of the mother and child.*

**Key Words:** *Non institutional deliveries, Maternal health, New born care, pregnancy care.*

### Aim of the study

The Study aims to find out the various social, economic and cultural factors associated with the non-institutional deliveries and care and practises of pregnant, lactating mothers and new born children.

### Objectives of the study

- To find the Socio-Economic, education, occupation profile of participants.
- To find out the social, cultural, economical and other factors related to non-institutional delivery.
- To find out the indigenous practices related to pregnancy, antenatal, postnatal care among participants of non-institutional deliveries.

### Research design

The researchers has adopted the descriptive research design for this study. Descriptive is the exploration of the existing phenomena. Descriptive research also known as a statistical research, describes data and the characteristics about the population or phenomenon being studied.

The researcher used this design because it enables to describe the socio/cultural barriers associated with non-institutional/hospital deliveries and it is also helps in understanding indigenous/traditional practices related to deliveries, prenatal, postnatal care in their communities.



### Analysis & Interpretation

The age of the marriage of pregnant & lactating Women. It reveals 82% of the participants were below 18 years of age when they got married. Only 18% of the participants married after attaining 18 years of age. The average age of marriage is 17.12 years. The data shows most of the women who delivered at home were married below 18 years of age. Some of the participants were married at the age of 15 years. The socio-cultural factors of the participants community have a greater impact on these families, as early marriage is a custom in these community.

The data reveals that 39% of the participants belong to Scheduled caste, 18% belongs to Scheduled Tribe and 42% of the participants represent Backward caste and only 1% of the participant belong to forward community. The highest number of non institutional deliveries occur in backward community. The data shows that most of the home deliveries occurs in Scheduled Caste and Tribes, Backward communities and only 1% of the participant belong to forward communities.

The study shows that 57% of the participants belong to Joint Family and only 43% of the participants belong to Nuclear Family. From the data it may be seen home deliveries occurring in Joint Families, could be because decision making authorities in the Joint families will be with elders. Slightly larger percentage of home deliveries is seen in joint families, surprisingly even in nuclear families where there is no family support, women prefer to deliver at home.

The educational details, it shows that 61% of the participants are illiterates followed by 11% of the participants who can read and write (only signature), the 20% of the participants have completed 7<sup>th</sup> Standard and 9% of the participants have completed their 10<sup>th</sup> Standard.

The 89% of the families of participants have an annual income in the range of Rs.50,000 to 1,00,000 and 7% of the families have an annual income in the range of Rs.1,00,000 to 1,50,000 and only 3% of the families of participants have an annual income of less than Rs.50,000 and only 1 family shows an annual income of Rs.1,50,000 and above.

The 62% of the participants marriage is consanguineous and 38% of the participants marriage is non-consanguineous. The data reveals that home deliveries are higher in consanguineous marriages. According to tradition in India most families get there children married to close relatives. The data further indicates that 34% of the participants are married within the village and 66% of the participants married in outside their village community.

The study shows that 86% of the participants visited Primary Health Centers for Antenatal checkup, only 16% of the participants have not visited Primary Health Centers Antenatal Checkup. The visit to Primary Health Center is necessary because many pregnancies related checkups are conducted at the center and necessary treatment is provided, if any complications are identified during pregnancy. The data reveals majority of the participants visited for Primary Health Center but still they have undergone non-institutional deliveries.

With respect to the order of the delivery 35% of the participants had delivered their second child, 29% who delivered the third child, 22% of the participants had delivered four times or more. Only 14% of the participants delivered for the first time. The average delivery rate is 2.58, which is much more than the State average.

The 60% of the deliveries have taken place in parents house of the respondent, 39% of the deliveries have taken place at in-law's house. 1% of deliveries are taken place on the way to the hospital.

The 53% of the participants who have delivered at home have female babies and 47% of the participants delivered male babies. From this data we can conclude that there is no major difference in the sex of the baby with reference to home deliveries.

With respect the location of delivery that 66% of the home deliveries occurred inside the houses, 22% of the deliveries occurred outside the houses & 13% of the deliveries occurred in special place constructed for conducting deliveries which is a practice in backward (Golla) communities.

This reveals that nearly 34% of the deliveries have not occurred in hygienic places, especially in backward communities (Golla) deliveries occurred outside the villages. A small hut is constructed where there is no ventilation and hygiene. The mother has to take care of herself and also has to take care of her child. In the Golla community the mother & baby not allowed into the house for 90 days after the delivery. They have to stay in the Special place constructed for them.

With respect to who have conducted delivery that 83% of the home deliveries are conducted by traditional birth attendants who have not undergone any training in conducting deliveries, 11% of the deliveries are conducted by family members (mother, mother-in-law and other family members) and 6% of the deliveries conducted by others (neighbor, health assistant).

This data reveals that 99% of the home deliveries are assisted by un-trained persons, they don't have any formal training in conducting deliveries, 83% of the deliveries are attended by traditional birth attendants. They regularly attend to the deliveries in each village and they have the practice of conducting home deliveries since many years. These attendants use new blades for cutting the cord during delivery, to separate mother and child. 5 cleans namely, clean place, clean hands, clean blades, clean thread, clean stump are necessary for conducting safe delivery

The reason for the 61% of the participants informed that they were not allowed to go to hospital for delivery due to cultural/community reasons. Due to infrastructural reasons 11% did not go to hospital for delivery where as 9% gave other reasons and 3% attributed to psychological reasons, 4% of the participants gave economical reasons as the cause for non delivery at hospitals and due to medical cause 13% of the participant not attended Institutional delivery.

A few cultural/social reasons expressed by them are as follows:

68% (42) explained that in their community all the previous deliveries occurred at home and the elders did not permit them to go for hospital for delivery, even though a few of them were willing to go to hospital.. 21% of the total 62 participants informed that delivery

always take place in a separate place constructed specially for delivery, which is a traditional practice. 11% of the participants answered that it is a mandatory practice that the delivery should take place at home as it is the custom of the community.

In the psychological causes 67% of the participants have fear of Medical procedures and this is the cause for non-institutional delivery. 33% of them said that hospital staff behaves badly with females.

The 75% of the participants delivered at a clean and tidy place and 25% of the participants feel that they did not deliver at clean and tidy place. The very fact of delivering at a non-hygienic place indicates their ignorance about health, apart from their negligence as well as economic status of families.

There was a no proper nutrition care for 90% of the participants after delivery and restriction in the food intake of lactating mother. There is need for high nutrition care for the lactating mothers as they have to breast feed there babies and has to recover from the loss of fluids in the delivery process.

The 64% of the babies were branded after their birth which is really a pathetic one, even after the advancement of science showing that ignorance, illiteracy and customs are still prevalent in their areas and health education has not percolated. It is good at least 36% of the babies did not get brandings. Branding of a baby is an traditional practices in the communities of participants. It has to be eradicated by proper health education.

With respect to the breast feeding 45% of the participants breast fed their children immediately after birth. 37% of the participants fed their new born with honey, 18% of the participants fed their new born with others (breast milk from other women, formula fed, plain water, cow's milk/sugar water). This reveals that the unhygienic and traditional custom of non-breast feeding immediately after the birth is still prevalent in the community which may lead to water borne diseases like diarrhea and other infections that may weaken the health of the baby and may lead to the mortality of the infants. This can be avoided

through systematic health education of the community involving all stake holders.

With respect to the time of Breastfeeding shows that only 45% of the mothers had breastfeed their new born within 1 hour of delivery which is a good beginning, thereby protecting the child from immediate infection and the babies had the privilege of getting colostrum by developing good immunity. It is regrettable that 32% of the participants have not breast fed their children after 72 hrs which is not a good practice. 22% of mothers have breast feed their new born between 1 hr to 24 hrs after delivery.

At the time of study, it was found that 93% of infants were healthy and 3% reported to be sick due to fever and diarrhea. It is regrettable to note that four neo-natals (1 male and 3 female) (4%) had died within 15 days of delivery and out of four neonatal, one was a twin. This mortality would have been prevented had they delivered at health institutions.

The infant motility in Karnataka is 39 per 1000 births.

There were 4 infant deaths detected during the period of the study from non-institutional deliveries. These deaths comprised of 1 male and 3 female infants.

Although the reasons for these deaths could not be accurately ascertained, some of the social behaviours of the communities seem to have contributed in this regard. For example, 3 of these deaths happened in children born to parents from the 'Golla' Community. The 'Golla' community has a very peculiar social custom of making the expectant mother deliver her baby in a hut which is about 50 feet from the home. This hut is made of plastic tarpaulin, has very little ventilation and the woman and the child have to fend for themselves during the delivery. Further, the mother is not allowed to breast-feed her child for the first 3 days after delivery. The baby is fed wild honey obtained from the nearby forest. The mother is not allowed to enter the home for a period of either 1 month, 45 days or in some cases 3 months. Some food is provided to the mother and is placed outside the hut where she lives with her newborn. There is no special nutrition provided to the mother and she has to completely take

care of herself and the baby during this stage. It therefore not surprising that there are cases of infant deaths being reported from this community. From what was heard, one of babies (female) died because DDT powder was sprayed near the baby to ward away ants which were biting the child. Another death was of a female child which was born with a twin; again the exact cause of death was not known. The other female child and male child died almost after 10 days of birth but the cause of death was again not known. All four of these deaths happened to children who were delivered non-institutionally.

Field staff of the Health and Family Welfare Department visited only 65% of participants (66) soon after their delivery at home. 36 participants (35%) responded that none of the health staff visited them after delivery. It was mandatory on the part of the Auxiliary Nurse Mid Wives to visit all the postnatal cases in her area and provide the health facility as needed by them. The health services have been toned up in these areas.

The 95% of the mothers did not visit the hospital even after delivery and the 5% of post natal mother visited the hospital for checkup on the next day (1 respondent) and after one week (4 respondent) after delivery.

It is seen from the study that 41% (42 participants) out of total 102 participants, have opted for terminal method of family planning indicating that they have planned their families, even though they have delivered at home. This reveals that they know about planning their families and these services are available only at health institutions and not at home.

When asked the planning of next delivery to the remaining 60 participants who wish to have one more child, 27% of the another preferred home delivery and 32% (32 respondent) preferred hospital delivery.

## Conclusions

The care of pregnant, lactating mothers and new born babies are important and has to be carefully monitored by family members. The study shows that because of socio-cultural factors non-institutional deliveries are occurring at the community and many unhygienic factors

related to care of lactating and newborn which may lead for neo natal mortality and also may lead for maternal mortality.

In order to prevent these practices government has launched many programmes under the flagship of National rural Health mission. Because of deep rooted socio cultural factors some section of the society not utilising these programmes. Hence there is requirement of strong IEC activities to eradicate the unhygiene practices of pregnant, lactating mothers & new born babies.

### References

1. Bentley, Peggy, & Parekh, Anjon (1998). Perceptions of anemia and health seeking behaviour among women in four Indian states. Technical Working Paper #9, Mother Care/John Snow, Inc.
2. Bhatia, Jagdish C. (1993). "Levels and causes of maternal mortality in southern India." *Studies in Family Planning*.
3. Deshpande, R. V. (2005). "Adolescent fertility in Karnataka: An analysis using RHS-RCH data." *The Indian Journal of Family Welfare*.
4. Deshpande, R.V. (2008). Utilization of government health facilities for Reproductive and Child Health Services in Karnataka - An analysis based on DLHS-2 data. PRC Working Paper No.56 Dharwad, Karnataka, Population Research Centre.
5. Hutter, Inge (1996). "Reduction of food intake during pregnancy in rural South India." *Tropical Medicine and International Health*.
6. Jose, Sunny & Navaneetham, K. (2008). "A fact sheet on women's malnutrition in India." *Economic and Political Weekly*.
7. Mutharayappa, R. (2006). "Reproductive morbidity of women in Karnataka." *Journal of Health Management*.
8. Murthy, Nirmala & Barua, Alka (2004). "Non-medical determinants of maternal death in India." *Journal of Health Management*.
9. Sagir, Afrin, Varma, Aditi Vian, Samarasinghe, Charmaine Minoli, John, Sworoop Thomas (2009). "Maternal and child health services utilization in coastal Karnataka". *The Journal of Young Investigators*.
10. Sivakami, M. (20). Determinants of maternal health care service use: A regional analysis in Karnataka. Downloaded from <http://www.isec.ac.in/prc-abs18.pdf>.
11. Sunil, T.S., Rajaram, S. & Zottarelli, Lisa K. (2006). "Do individual and program factors matter in the utilization of maternal care services in rural India? A theoretical approach." *Social Science & Medicine*.
12. Vyasulu, Poornima & P, Vijayalakkshmi (2006). Reproductive health services and role of panchayats in Karnataka. Working Papers, [esocialsciences.com](http://esocialsciences.com).

# A STUDY ON PROBLEMS FACED BY CHILDREN OF ALCOHOLIC IN THANJAVUR DISTRICT

**M. Karthika**

*Guest Lecturer, Department of Social Work, Bharathidasan University Constituent College for Women, Orathanadu*

## ABSTRACT

*Alcoholism is a progressive family “dis-ease” that affects not only the Alcoholic, but also every other member of the family. Children growing up in this environment negatively affected and as such tend to have a particularly difficult time in life. Children of alcoholics are at greater risk for having Emotional problems than children whose parents are not alcoholics. Seventy percent of children of alcoholics develop a pattern of compulsive behavior as an adult such as alcoholism, over eating, or drug abuse. Many have suffered some form of neglect, witnessed domestic violence, or been abused, physically, mentally, emotionally and spiritually. The family legacy of alcoholism often reveals itself in common characteristics shared by adult children of alcoholics. A study on Alcoholic children from the age group 10 -18 years was conducted in boys higher secondary school, Orathanadu, Thanjavur district by using simple random sampling method the purpose was to study the Alcoholic children problem and need of these children. The study adapted descriptive research design the self prepared interview schedule was used in data collections. The study indicates the majority (75%) of the daily drinking. The study aims to bringing out variable suggestions to improve the life of children awareness of the new and formally recognize status both at home and in schools motives most adolescents to behave in more manners.*

**Key words:** *Emotional aspect, Behaviour aspect, Health aspect, Educational aspect, Social aspect.*

## INTRODUCTION

Children with alcoholic parents are more likely to experience symptoms of anxiety and/or depression, antisocial behavior, relationship difficulties, behavioral problems, and/or alcohol abuse. One recent study finds that children of drug-abusing fathers have the worst mental health issues. Children of alcoholics may experience any of the following: chaos, uncertainty, instability, inconsistent discipline, emotional and physical neglect, arguments, instability of parents' marriage, disorganization, violence and/or physical and sexual abuse, emptiness, loneliness, the terror of repeated abandonment, or the witnessing of violence or abuse to others. The family environment may be characterized by tension, fear, and shame – feelings that become connected with the child's sense of self. It is often difficult to determine whether the problems a child is having are directly linked to parental alcoholism, separate, or a combination.

## COMMON CHARACTERISTICS ADULT HOOD CHILDREN OF ALCOHOLISM

Alcoholism is a progressive family “disease” that affects not only the alcoholic, but

also every other member of the family. Children growing up in this environment negatively affected and as such tend to have a particularly difficult time in life. Children of alcoholics are at greater risk for having E-emotional problems than children whose parents are not alcoholics. Seventy percent of children of alcoholics develop a pattern of compulsive behavior as an adult such as alcoholism, overeating, or drug abuse. Many have suffered some form of neglect, witnessed domestic violence, or been abused, physically, mentally, E-emotionally, and spiritually. The family legacy of alcoholism often reveals itself in common characteristics shared by adult children of alcoholics:

### Alcohol Withdrawal

When a person with alcoholism stops drinking, withdrawal symptoms begin within 6-48 hours and peak about 24-35 hours after the last drink. During this period, the inhibition of brain activity caused by alcohol is abruptly reversed. Stress hormones are overproduced, and the central nervous system becomes overexcited. Common symptoms include:

- Anxiety
- Irritability
- Agitation
- Insomnia

#### Additional symptoms may include

- Extremely aggressive behavior
- Fever
- Rapid heartbeat
- Changes in blood pressure (either higher or lower)
- Mental disturbances

### CHILDREN OF ALCOHOLICS

One in five adult Americans has lived with an alcoholic relative while growing up. In general, these children are at greater risk for having emotional problems than children whose parents are not alcoholics. Alcoholism runs in families, and children of alcoholics are four times more likely than other children to become alcoholics themselves. Compounding the psychological impact of being raised by a parent who is suffering from alcohol abuse is the fact that most children of alcoholics have experienced some form of neglect or abuse.

### MENTAL ILLNESS IN CHILDRENS OF ALCOHOLISM

A new Yale University study reveals that gender plays an important role in determining the risk of specific psychiatric illnesses in children of alcoholics. The gender of both the alcoholic parent and the child were key factors in the types of disorders that develop. The full paper will be published in the October, 2010 issue of *Alcoholism: Clinical & Experimental Research*, but results of the study are available now on the journal's "Early View".

Parental alcoholism was associated with an overall higher prevalence of psychiatric disorders, regardless of the gender of the children. But when broken down by specific illness, gender-related differences became clear:

- **Alcohol abuse:** Stronger association between alcoholic fathers and their daughters;
- **Disorder:** Stronger association between alcoholic mothers and their daughters; Mania, nicotine dependence, alcohol abuse and schizoid personality.

- **Mania:** stronger association between alcoholic fathers and their sons;
- **Panic disorder:** stronger association between alcoholic mothers and their sons.

### REVIEW OF LITERATURE

**Kearns-Bodkin and Leonard (2008)**, mentioned that suggested that children raised in alcoholic families may carry the problematic effects of their early family environment into their adult relationships. Hence, parent-child relationship is very important while working with children of alcoholic parents. Keeping this point in view the present study aimed to assess parent-child relationship in children of alcoholic and nonalcoholic.

**Cunning & Knoester (2007)**, described that families with parental alcohol use tend to have lower socioeconomic status (SES) are more likely to be single-parent households and are more disruptive, chaotic and inconsistent. These stressors can then combine too negatively after child development. Lower SES has largely been associated with physical health.

**Eiden et al. (2004)**, pointed out the examined the transactional nature of parent-child interaction over time among alcoholic and non-alcoholic families. They found that long-term alcohol intake was predictive of negative parental behavior.

### RESEARCH METHODOLOGY

#### Statement of the problem

Alcoholic constitute the major part of the emotional problem, the formative effect of the emotional illness was severe and caused maximum disability. This faced emotional problem of those families and children becomes much more educational problems.

#### Significance of the problem

The research wants to study the emotional problem faced by the children of alcoholics. The researcher wants to know about the emotional problems. This study would help to interest and the overall family and children of the emotional problems. This study would help to assess the family prevailing on this family.

**Aims**

The general aim of the study is to analyze the children of alcoholic.

**Objectives**

1. To describe the Socio-Economic profile of the respondent.
2. To identify emotional problem the children of Alcoholic.
3. To describe the behaviors father's and children of alcoholic.
4. To find out the educational standards of the Children of alcoholic.

**Hypothesis**

1. There is no significance association between the age of the respondents and their psychological problem.
2. There is no significance association between the age of the respondents and their concentrate in studies.

**Methods & Participants****Research Design**

Research Design of this study is descriptive research design universe.

**Universe**

The universe of the present study is those who are inmates at Boys High Secondary School, Orathanadu.

**Sampling**

The researcher has adopted simple random techniques.

**Tools of data collection**

The researcher prepared the interview schedule, which is concentrating on the various areas. Personal data social aspect, Economic, educational aspect, emotional aspect. Interview schedule consist of number of question. Sources of data from the respondents.

**ANALYSIS AND INTERPRETATION****TABLE:1****AGE OF RESPONDENTS**

S. No.	Age of the respondent	Frequency	Percentage
1.	14 – 15	22	44%
2.	15 – 16	28	56%
	<b>Total</b>	<b>50</b>	<b>100</b>

Table : 1 mention that the respondents more than half 56% of the respondent. Fell into the age group of 15-16 years of the respondents belonged to the group of 14-15 years a little than two third 44% of respondents.

**TABLE:2  
FATHER OF OCCUPATION**

S. No.	Father occupation	Frequency	Percentage
1.	Daily wages	30	60%
2.	Farmer	12	24%
3	Government Employer	08	16%
	<b>Total</b>	<b>50</b>	<b>100</b>

Table: 2 Revealed that the literature a little less than two third 66% of the respondent's belonged to the people. A small portion 16% the government employer.

**TABLE:3  
FAMILY OF RESPONDENTS**

S. No	Family of respondents	Frequency	Percentage
1.	Nuclear family	27	54%
2.	Joint family	23	46%
	<b>Total</b>	<b>50</b>	<b>100</b>

Table : 3 illustrate i.e. the respondents a little more than half of the respondents. Fell in to the family of respondents. A little more than one third of the respondents.

**TABLE:4  
FATHER OF OCCUPATION**

S. No.	Income of Respondents	Frequency	Percentage
1.	15,000-17,000	14	28%
2.	17,000-20,000	22	44%
3	20,000-25,000	14	28%
	<b>Total</b>	<b>50</b>	<b>100</b>

Table : 4 painted out that the a little more than two third 44% of the respondents. Fell in to the Income of respondents. A little than one third 28% of respondents belonged to the income. A little than third 28% income grapes.

**Hypotheses : 1**

There is a significant association between the Age of the respondents and their psychological problem.

**Null Hypotheses**

There is no significant association between economic the age of the respondents and their psychological problem.

In order to find the association between the eye of the respondents and their psychological problem.

**Table: Association between Age and their Psychological Problem**

Age of the Respondents	Psychological Problem		Percentage (V)	Inference
	Yes	No		
1, 13-14	12	10	22%	X = 14.642 df – 1 PL 0.05 Significant
2, 15-16	23	5	28%	
<b>Total</b>	<b>35</b>	<b>15</b>	<b>50</b>	

**Inference**

According to Table -1 in known that there is a significant association between age of the respondents and their psychological problem.

Hence the research hypothesis is accepted.

**Hypotheses : 2**

There is a significant association between the Age of the respondents and their concentrate in studies.

**Null Hypotheses**

There is no significant association between economic the age of the respondents and their concentrate in studies.

In order to find the association between the eye of the respondents and their concentrate in studies.

**Table: Association between Age and their concentrate in studies**

Age of the Respondents	Psychological Problem		Percentage (V)	Inference
	Yes	No		
13 - 14	18	23	22%	X = 14.642 df – 1 PL 0.05 Significant
15 - 16	4	5	28%	
<b>Total</b>	<b>22</b>	<b>28</b>	<b>50</b>	

**Inference**

According to Table -1 in known that there is a significant association between age of the respondents and their concentrate in studies.

Hence the research hypothesis is accepted.

**MAJORITY OF THE RESPONDENTS**

- A high majority 82% of the respondents field to family type of Nuclear family.
- About half of the respondents 50% Field to the monthly income of Rs.1000 – 2000.
- A little more than two third 68% of the respondents fell in the get problem angry.
- A high majority 80% of the respondents fell in the physical changes.
- A high majority 82% of the respondents fell in the psychological changes.

**SUGGESTION**

- They should approach to some other sourced like ventilating to their friends approach school of the help line for solving the problems.
- The social work role is very important in family also and to help to solve the alcoholic problems.
- The children and should understand the problems of their friends and give importance to the alcoholic parents of child feedings.
- Counselling should also be given to the understand to parents healthy.
- Few more studies may be conducted for the emotion problems with resent to their findings.
- By giving family counselling to the family members he can reduce the number of alcoholics.

**CONCLUSION**

Alcoholic as social problems is an evil in man's life. But today people consider it as a status symbol and usually alcoholism become a habit due to personal problems.

An alcoholic get diverted to many unwanted things. It there is an action there will be a reaction. This is the right direction to



shape the entire problem. But in a positive manner.

#### REFERENCES

1. **Adger H Jr.; 1991;** Detection of alcoholism in hospitalized children and their families.
2. **Bean – Bayog, M., (1987),** Children of alcoholics. New York: Rutledge.
3. **Brisbane, F.L., & Womble, M. (1985).** Treatment of Black alcoholics. New York: Rutledge.
4. **Blum,K., & Payne, J.E. (1991).** Alcohol and the addictive brain: new hope for alcoholics from biogenetic research. Berlin: Free Press. “Father’s Alcohol Abuse Affects Young Children”. About.com: Mental Health.
5. **Black, C. it will 1982.** It will Treating Adult Children of Alcoholics: A Development Perspective. New York:
6. **John Wiley and Sons, 1988.** The “forgotten children” revisited: Neglected areas of CO research.

# ANALYSIS ON INDIGENOUS CULTURAL PRACTICES FOLLOWED BY THE CHILDREN IN THEIR DAY-TO-DAY LIFE

**Dr. S. Kannan**

*Assistant Professor, Department of Media Studies, Christ University, Bangalore-560 029.*

## ABSTRACT

*Indian culture is unparalleled with any other culture. It is also understood that one of the long-standing cultures around the world. Though culture of India differs from state to state and region to region, there are some unique features that remain same. Due to several factors such as influence of other cultures, technology, food, dress code and other artifacts, people in India might have changed themselves in many ways. Hence, the present study tries to identify that what are the indigenous cultural practices that our children follow in their day to day life. Since children's population becomes one third (31.1%) of the total population of India studying about children and indigenous culture becomes important. The study adopts quantitative methodology. Survey was conducted among 1015 school children aged between 10-13 years at Salem city, Tamilnadu.*

**Keywords:** *Children, Culture, Influence, Day to day practice.*

## INTRODUCTION

In an anthropological perspective, the concept of culture has been considered as important during twentieth century. At first, the term was adopted by nineteenth century anthropologists and slowly it diffused to some other fields. The American anthropologist Clifford Geertz (1973) clearly stated that culture as a system of inherited conceptions expressed in symbolic forms (language, pictures, text or numeric) by means of which people communicate, perpetuate, and develop their knowledge about and attitudes towards life. Geertz also noted the process of signification as highly intervened by satellite television. The term culture was identified as ideas based on “control mechanisms-plans, recipes, rules, instructions” (Kottak, 2011).

According to Edward Tylor (1958), “Culture is that complex whole which includes knowledge, belief, arts, morals, law, custom, and any other capabilities and habits acquired by man as a member of society.” Cultures are organized collections of customs and beliefs (Kottak, 2011). It symbolizes a group of common thoughts, approaches, objectives and observations. Hannerz (1992) observes, culture is to study ideas, experiences, feelings, as well as the external forms that such internalities take as they are made public, available to the senses, and thus truly social. In the anthropological view, the culture is defined as the meanings

which people create, and which create people, as members of societies and also it is some way collective (*Culture in the Communication Age*, 2001).

Culture is learned through observation. Children learn many things by observing what is happening around them. Their behavioral changes are not based on what other people tell them to do. However as a result, their own observations and developing awareness of culture enables them to decide what is right and wrong. Also culture can be learned unconsciously. It is the characteristic feature of individuals as members of group who share the same thoughts, ideas, and experiences that connect people. However the concept of shared cultural background also enables people to share with others who socially, economically and culturally related with themselves (Kottak, 2011).

Culture is a way of sharing thoughts, beliefs, and ideas by members of society. Mainly it resides in non-tangible forms. This is also subcategorized by material and non-material culture. Non-tangible forms are the mirrored version of non-material culture which considers language, value, and other symbolic representations shared by the members of a society; however it also includes technology and material objects. Material culture considers the physical items that people produce such as puppets, machines, weapons, and hi-tech gadgets etc. However this physical objects that depend on the non-material

culture for meaning (B. Brinkerhoff, K. White, T. Ortega, & Weitz, 2011).

Children in the United States are taught to take decisions even though they are young. But in other countries like India, parents never give them a chance to take decision rather they take decisions on behalf of the children (Lustig, 2010). Culture is socially disseminated behaviors, thoughts, beliefs, social class, community, or population (Pearson, Nelson, Titsworth, & Harter, 2008). It can be viewed as a “community of meaning and a shared body of local knowledge” (as cited in Gonzalez, Houston, & Chen, 2004, p. 5).

Since culture is a dynamic variable it can be identified from the two sides of a continuum – individualism and collectivism. Individualism promotes the concept of “independent self” cultures and collectivism encourages the concept of “interdependent self” cultures. World is divided by the concept of individualism and collectivism. These can be applied to not only for international cultures, but also for sub cultures and national cultures. According to the rank list given by Geert Hofstede (2001), India ranked 21 which mean that Indian culture is based on collectivism whereas United States ranked first among the countries representing individualism (West & H. Turner, 2010).

According to West and Turner (2010), individualism refers to individual identity, rights and needs win over group identity, rights and needs of the people. Individualism reinforces individual initiative (as cited in Samovar & Porter, 1995, p.85). The concept of individualism emphasizes self-determination, trustworthiness, and security (as cited in Ting-Toomey & Chung, 2005). However the concept of collectivism focuses outside the self. It reinforce harmony, giving respect to elders’ obligation, satisfying other’s needs (West & H. Turner, 2010). Our country is represented by multitude of culture (*Annual Report*, 2010-2011).

Today people are influenced by socialization and culture. Culture is an essential part and it comes to an account when a child grows up. Socialization and culture are the processes that consists several things such as attitudes, beliefs, customs and values shared by a group of people, communicated from one

generation to the next via language or some other means of communication (Fischer & Lazerson, 1984; Matsumoto, 2000; Super & Harkness, 1980).

This definition suggests that culture is learned behavior, shaping attitudes and encouraging some types of behaviors more than others. Conversely, newborn babies have no culture; as they grow, they gradually acquire a particular set of behavioral patterns that are appropriate for their culture. In this way, culturally distinct parental goals and plans for child development are implemented in a wide variety of forms. Children grow up differently according to the cultural standards endorsed by the adults around them. Thus, the process of parents’ socializing their children following specific cultural norms and, in turn, children’s learning (Minami, 2002).

According to Eisenberg and Mussen (2003) Children obtain some varieties of behavior, motivations, individual personalities, sensitivities, morals, and shared ideas that are accepted and predicted in their native culture. They also confounded that the age factor is somewhat related in developing the helping attitude (as cite in Radke-Yarrow et al., 1983; Underwood & Moore, 1982a).

Helping others at the right time is a good behavior and it emerges in the period of entering in to middle school and the same behavior changes when they enter in to high school level. However it emerges again during the period of high school (as cited in Midlarsky & Hannah, 1985; Staub, 1970b). The result from the interview conducted on children recommended that they are self-conscious about helping others because they are small and vulnerable (Eisenberg & Mussen, 2003).

Everyone starts instantaneously, through learning and communication with others, to adopt, or to include, a cultural tradition through the process of enculturation. Sometimes our traditional practices taught by the parents to their children. For example, children are asked to say “thank you”, if somebody gives them anything or does them any help (Kottak, 2011).

According to Romaine and Trudgill (2000), language is a great tool to transfer culture; it represents the values and meanings of

a society (B.Brinkerhoff et al., 2011). Generally the Ethno-linguistic study comes together with two main approaches between culture and language. Both of them had long been mutually dependent (Jourdan & Tuite, 2006).

## OBJECTIVES

**To find out if children in the age group of 11-13 could comprehend the concept of culture and follow the same in their day to life**

- How many of the children know the meaning of culture?
- Are they able to differentiate Indian culture from the others?
- Are they able to identify Indian cultural values in particular?
- Do they follow our cultural practices in their day to day life?

## METHODOLOGY

The present study is analytical in nature. It adopts the deductive approach of confirming theories leading to hypotheses, data and findings. The study has used survey method to investigate how children understood culture and how do they follow the same in to their day to day life.

### Survey

Survey was conducted among the sixth standard students - boys and girls of government, aided and private, English and Tamil medium students of Salem city. However the total number of questionnaires for children was 1015. Both open-ended and closed-ended questions were included to make the study more qualitative. *Statistical Package for the Social Sciences (SPSS) software* was used to analyze the quantitative data.

### Sample

Pretest was conducted among 200 children in the age group of 11-13 years, using a structured questionnaire. Based on the results, changes were made in the questionnaire. All the school students in the age group of 10 to 13 within Salem city formed the population. Salem city was divided into three zones – inner, middle

and the outer zones. Four schools (one from each direction) from each zone were selected for data collection. Among them were four Government schools, five Government - Aided schools, one Matriculation School and two Central board schools. Questionnaire was administered to all the students of sixth standard except those who were absent on that particular day. The sample constituted 1015 students - 494 boys and 521 girls. Orientation was given to the students before filling up the questionnaires.

## THEORITICAL PERSPECTIVE

Albert Bandura's theory of Social Learning establishes the relationship between observation and observer's action and it is used as a reason for research in the area of television studies and behaviorism. This theory is concerned with children's imitation behavior that is directly experienced from the television. According to Hoffner (1996) children learn many things from televised content such as "standards for conduct and acquire norms" (W.Anderson, 2001).

This theory forms the foundation for this study which states that children learn behavior patterns by observing and imitating their parents, neighbors, and friends. They also tend to look up to attractive models and imitate their behavior, which could be a famous personality or a popular cartoon character; this behavior is continued when it is rewarded (Klinger, 2006).

Bandura also stated that children learn a mixture of behaviors from television and it act as a "superb tutor" for them. Basically children search for role models to direct their personal behaviors and television permits children's social learning to extend beyond human models to virtual models (symbolic models) on television. According to IEC (International Encyclopedia of Communication), worldwide, in 56% of the families both parents are working; this leads to a situation where children are getting socialized more by the television than by their parents.

**ANALYSIS AND INTERPRETATION**

**Factor analysis**

The general purpose of factor analysis is to find a method of summarizing the information contained in a number of original variables in to a smaller set of new composite dimensions (factors) with minimum loss of information. That is, factor analysis tries to identify and define the underlying dimensions in the original variables. This technique is applied in this study to find out the underlying dimensions in the set of statements relating to the cultural traits that the children followed in their day to day life.

For the present study, a set of 37 statements (items) which were intended to measure the various cultural traits that were associated with different dimensions of culture followed by the children were used to find the underlying factors in it.

Once the measure of how much variance each successive factor extracts is arrived, the number of factors to be retained could be decided. Now that we have a measure of how much variance each successive factor extracts, the number of factors to be retained could be decided. Only factors with Eigen values greater than 1 could be retained. In other words, unless a factor extracts at least as much as the equivalent of one original variable, it would be dropped. This criterion is the one most widely used and was followed in this study also. Using this criterion, in this study 13 factors (principal components) were retained.

**1.1 List of factors and statements**

Statements	Factors	Factor Names
You prefer 'use and throw' products You give importance to people based on things they posses You often change things according to new trends You have collections of erasers/ pencils/ sharpeners etc., You pester your parents to buy whatever you see that is latest	Factor 1	<b>Materialism</b>

You wish your teachers You do things which elders ask you to do You obey your grandfather/grandmother You greet elders whenever you see them You seek blessings of elders at home	Factor 2	<b>Veneration to elders</b>
You treat both girl/boyfriends equally. You talk to both girls/boys in the classroom You assign equally important roles to girls/boys while playing You think there is a specific work for boys/girls in your house	Factor 3	<b>Gender equality</b>
You greet guests as soon as they come You receive your guests with folded hands You invite guests to eat/stay with you You spend time with your guests	Factor 4	<b>Hospitality</b>
You have separate room in your house You decide things on your own You take care of yourself at home You spend your pocket money without asking permission	Factor 5	<b>Individuality</b>
You adjust with your friends You tolerate your parents giving importance to brother/sister You give importance to other's suggestions You scold your brother/sister when they disturb you	Factor 6	<b>Tolerance</b>
You say <b>hai/hello</b> when you see friends/relatives You say <b>vanakkam</b> when you see friends/relatives	Factor 7	<b>Verbal Communication</b>
You kiss your friends/relatives when you see them You hug when you see friends/relatives You shake hands when you see friends/relatives	Factor 8	<b>Gestures</b>

You share your food with friends at school You share eatables with friends/neighbors during festivals	Factor 9	<b>Unity</b>
You use trendy things in life You wear tattoos/stickers	Factor 10	<b>Modernity</b>
You go to places of worship apart from your religion You have friends belonging to other religions	Factor 11	<b>Broadmindedness</b>
You get angry when your parents scold you You feel that you can learn things through your personal experiences	Factor 12	<b>Liberalism</b>
You like joint family system	Factor 13	<b>Collectivism</b>

The factor which has more than three statements was considered for the analysis. In the same way, the factors such as Materialism, Gender equality, Respect to elders, Culture, Individuality and Modernity. Each factor is categorized by gender, medium of Instruction and type of school management.

### 1.2 Concept of materialism as perceived by children with respect to gender and medium

Materialism		Mean	S.D	No.	t	df	Table value	Sig.
Gender	Boy	5.43	1.14	494	8.738	1013	2.581	**
	Girl	4.83	1.04	521				
Medium	English	5.21	1.13	582	2.789	1013	2.581	**
	Tamil	5.01	1.11	433				

t-test was applied to find whether the mean **materialism** scores differed significantly between boys and girls. The calculated t-test value was 8.738 which was greater than the table value of 2.581 at 1% level of significance. Hence it was inferred that the mean materialism scores differed significantly between boys and girls. Similarly the same factor was analyzed between Tamil and English medium students. The calculated t-test value was 2.789 which was greater than the table value of 2.581 at 1% level of significance. Hence it was inferred that the mean materialism scores differed significantly between Tamil and English medium students.

### 1.3 Concept of materialism as perceived by children with respect to management

Materialism		Mean	S.D	No.
Management	Private	5.03	1.03	587
	Aided	5.39	1.27	211
	Government	5.12	1.20	217

### ANOVA for materialism

	Sum of Squares	Df	Mean Square	F	table value	Sig.
Between Groups	20.998	2	10.499	8.402	4.626	**
Within Groups	1264.608	1012	1.250			
Total	1285.606	1014				

One way ANOVA was applied to find whether the mean of **materialism** scores differed significantly among private, aided and government school students. The calculated F-value was 8.402 which was greater than the table value of 4.626 at 1% level of significance. Hence it was inferred that the materialism scores differed significantly between the students of private, aided and government schools.

### 1.4 Concept of respecting elders as perceived by children with respect to gender and medium

Respect to elders		Mean	S.D	No.	t	df	Table value	Sig.
Gender	Boy	7.84	.45	494	0.934	1013	1.962	Ns
	Girl	7.87	.48	521				
Medium	English	7.88	.41	582	1.745	1013	1.962	Ns
	Tamil	7.82	.54	433				

t-test was applied to find whether the mean of **respect to elders** scores differed significantly between boys and girls. The calculated t-test value was 0.934 which was less than the table value of 1.962. Hence it was inferred that there was no significant association between boys and girls.

Similarly, the same factor was analyzed between Tamil and English medium students. The calculated t-test value was 1.745 which was less than the table value of 1.962. Hence it was inferred that there was no significant association between Tamil and English medium students.

### 1.5 Concept of respecting elders as perceived by children with respect to management

Respect to elders		Mean	S.D	No.
Management	Private	7.89	.38	587
	Aided	7.82	.50	211
	Government	7.80	.62	217

#### ANOVA for respect to elders

	Sum of Squares	df	Mean Square	F	Table value	Sig.
Between Groups	1.477	2	.738	3.382	3.005	*
Within Groups	220.943	1012	.218			
Total	222.420	1014				

One way ANOVA was applied to find whether the mean of **respect to elders** scores differed significantly among private, aided and government school students. The ANOVA result showed that the calculated F-value 3.382 was greater than the table value of 3.005 at 5% level of significance. Hence it was inferred that the respect to elders scores differed significantly between the students of private, aided and government schools.

### 1.6 Concept of gender equality as perceived by children with respect to gender and medium

Gender equality		Mean	S.D	No.	t	df	Table value	Sig.
Gender	Boy	4.74	1.02	494	2.665	1013	2.581	**
	Girl	4.91	1.06	521				
Medium	English	4.90	.99	582	2.546	1013	1.962	*
	Tamil	4.73	1.12	433				

T-test was applied to find whether the mean of **gender equality** scores differed significantly between boys and girls. The calculated t-test value 2.665 was greater than the table value 2.581 at 1% level of significance. Hence it was inferred that the mean of gender equality scores differed significantly between boys and girls.

Similarly the same factor was analyzed between Tamil and English medium students. The calculated t-test value 2.546 was greater than the table value of 1.962 at 5% level of significance. Hence it was inferred that the mean of gender equality scores differed significantly between Tamil and English medium students.

### 1.7 Concept of gender equality as perceived by children with respect to management

Gender equality		Mean	S.D	No.
Management	Private	4.71	1.05	587
	Aided	5.02	.95	211
	Government	4.96	1.09	217

#### ANOVA for gender equality

	Sum of Squares	df	Mean Square	F	table value	Sig.
Between Groups	19.745	2	9.873	9.135	4.626	**
Within Groups	1093.737	1012	1.081			
Total	1113.482	1014				

One way ANOVA was applied to find whether the mean **gender equality** scores differed significantly among private, aided and government school students. The ANOVA result shows that the calculated F-value was 9.135 which were greater than the table value of 4.626 at 1% level of significance. Hence it was inferred that the gender equality scores differed significantly between the students of private, aided and government schools.

### 1.8 Concept of hospitality as perceived by children with respect to gender and medium

Hospitality		Mean	S.D	No.	t	df	Table value	Sig.
Gender	Boy	6.41	1.12	494	1.177	1013	1.962	Ns
	Girl	6.49	1.00	521				
Medium	English	6.48	1.06	582	0.724	1013	1.962	Ns
	Tamil	6.43	1.05	433				

t-test was applied to find whether the mean **hospitality** scores differed significantly between boys and girls. The calculated t-test value was 1.177 which was less than the table value of 1.962. Hence it was inferred that there was no significant association between boys and girls with respect to 'Hospitality'.

Similarly the same factor was analyzed between Tamil and English medium students. Since the calculated t-test value 0.724 was less than the table value of 1.962, it was inferred that there was no significant association between Tamil and English medium students with respect to 'Hospitality.'

### 1.9 Concept of hospitality as perceived by children with respect to management

Hospitality		Mean	S.D	No.
Management	Private	6.36	1.09	587
	Aided	6.65	1.01	211
	Government	6.53	1.00	217

#### ANOVA for Hospitality

	Sum of Squares	df	Mean Square	F	Table value	Sig.
Between Groups	14.983	2	7.492	6.753	4.626	**
Within Groups	1122.727	1012	1.109			
Total	1137.710	1014				

One way ANOVA was applied to find whether the mean Hospitality scores differed significantly among private, aided and government school students. The ANOVA result showed that the calculated F-value was 6.753 which was greater than the table value of 4.626 at 1% level of significance. Hence it was inferred that the culture scores differed significantly between the students of private, aided and government schools with respect to the value of 'Hospitality'.

### 2.0 Concept of individuality as perceived by children with respect to gender and medium

Individuality		Mean	S.D	No.	t	df	Table value	Sig.
Gender	Boy	7.75	1.17	494	0.069	1013	1.962	Ns
	Girl	7.76	1.23	521				
Medium	English	7.77	1.21	582	0.494	1013	1.962	Ns
	Tamil	7.73	1.18	433				

t-test was applied to find whether the mean **individuality** scores differed significantly between boys and girls. Since the calculated t-test value 0.069 was less than the table value of 1.962 it was inferred that there was no significant association between boys and girls.

Similarly the same factor was analyzed between Tamil and English medium students. The calculated t-test value was 0.494 which was less than the table value of 1.962. Hence it was inferred that there was no significant association between Tamil and English medium students.

### 2.1 Concept of individuality as perceived by children with respect to management

Individuality		Mean	S.D	No.
Management	Private	7.70	1.19	587
	Aided	7.53	1.22	211
	Government	8.12	1.13	217

### ANOVA for individuality

	Sum of Squares	df	Mean Square	F	Table value	Sig.
Between Groups	40.869	2	20.435	14.568	4.626	**
Within Groups	1419.554	1012	1.403			
Total	1460.424	1014				

One way ANOVA was applied to find whether the mean **individuality** scores differed significantly among private, aided and government school students. The ANOVA result showed that the calculated F-value 14.568 was greater than the table value of 4.626 at 1% level of significance. Hence it was inferred that the individuality scores differed significantly between the students of private, aided and government schools.

### 2.2 Concept of tolerance as perceived by children with respect to gender and medium

Tolerance		Mean	S.D	No.	t	df	Table value	Sig.
Gender	Boy	5.31	.73	494	7.722	1013	2.581	**
	Girl	4.93	.79	521				
Medium	English	5.17	.76	582	2.419	1013	1.962	*
	Tamil	5.05	.81	433				

t-test was applied to find whether the mean **tolerance** scores differed significantly between boys and girls. The calculated t-test value was 7.722 which was greater than the table value of 2.581 at 1% level of significance. Hence it was inferred that the mean Tolerance scores differed significantly between boys and girls.

Similarly the same factor was analyzed between Tamil and English medium students. The calculated t-test value was 2.419 which was greater than the table value of 1.962 at 5% level of significance. Hence it was inferred that the mean Tolerance scores differed significantly between Tamil and English medium students.

### 2.3 Concept of tolerance as perceived by children with respect to management

Tolerance		Mean	S.D	No.
Management	Private	5.18	.74	587
	Aided	5.03	.83	211
	Government	5.01	.84	217



## ANOVA for tolerance

	Sum of Squares	df	Mean Square	F	Table value	Sig.
Between Groups	6.634	2	3.317	5.407	4.626	**
Within Groups	620.879	1012	.614			
Total	627.513	1014				

One way ANOVA was applied to find whether the mean **tolerance** scores differed significantly among private, aided and government school students. The ANOVA result showed that the calculated F-value was 5.407 which were greater than the table value of 4.626 at 1% level of significance. Hence it was inferred that the Tolerance scores differed significantly between the students of private, aided and government schools.

## CONCLUSION

According to the study, parents were aware of the richness of Indian culture; not only that they explained to their children about our culture, practices and behavior. Present study has proved that children were taught and they knew many of Indian cultural values like respect to elders, hospitality, unity and tolerance and followed them in their day to day life. But they are just like passing clouds, which invariably will veer in its own time. But parental and familial influence is more effective on the behavior of children of the age group 11-13.

## BIBLIOGRAPHY

- Agrawal, B.C. (2009). Television in the Life of Child in India: Some Observations. Lucknow (UP): Invited talk at State Institute of Educational Technology.
- Andrea Bielli, L.B., Daniela Piccone. (1997). European children talk about animated cartoons *Youth Marketing* (pp. 1-4). Millward Brown SRL, Italy
- Annual Report*. (2010-2011). New Delhi: Ministry of Culture.
- Brinkerhoff, David B., White, Lynn K., Ortega, Suzanne T. & Weitz, Rose. (2011). *Essentials of Sociology*.
- Byron, D.T. (2008). Children and television today (F. Viewtrition, Trans.) (pp. 1-28). UK.
- Cardoza, Kavitha. (2002). Parental control over children's television viewing in India. *Contemporary South Asia*, 11(2), 135-161. doi:10.1080/0958493022000030140
- Cheng, H. & Patwardhan, P. (2010). One region, two worlds? Cultural values in Chinese and Indian TV commercials. *Asian Journal of Communication*, 20(1), 69-89. doi: 10.1080/01292980903440863
- Culture in the Communication Age(2001). In D. Morley (Series Ed.) COMEDIA, J. Lull (Ed.)
- Eisenberg, Nancy & Mussen, Paul H. (2003). *The roots of prosocial behavior in children*. U.K.: Cambridge University Press.
- Gupte, K. (2009). Culture of India. Retrieved from www.indianchild.com
- Hofstede, Geert. (2001). *Culture's Consequences* (Second ed.). New Delhi: Sage Publications.
- Jourdan, Christine, & Tuite, Kevin. (2006). *Language, Culture, and Society* Key Topics in *Linguistic Anthropology*
- Kottak, Conrad Phillip. (2011). *Cultural Anthropology - Appreciating Cultural Diversity*
- L. Josephson, W. (1995). Television Violence: A Review of the Effectson Children of Different Ages (pp. 1-51).
- Lustig, W. Myron, Jlolme Koester (2010). Intercultural competence: interpersonal communication across cultures.
- Merdrich, E.A., Roizen, J., Rubin, V. & Buckley, S. (1982). *The serious business of growing up*. Berkeley: University of California Press.
- Minami, Masahiko. (2002). *Culture-specific Language Styles*. In L. Wei (Series Ed.) *The Development of Oral Narrative and Literacy* (pp. 329).
- Pearson, Judy C., Nelson, Paul E., Titsworth, Scott, & Harter, Lynn. (2008). *Human Communication*
- Wartella, Ellen. (1997). How Children Learn to Buy.
- West, Richard, & H.Turner, Lynn. (2010). *Introducing Communication Theory* Analysis an application.

## “SEXUAL HARASSMENT IN THE WORK PLACE”

M. Keerthana, M.Phil. (Social Work)\*

*\*Bishop Heber College, Trichy.*

&

Dr. J. Godwin Prem Singh\*\*

*\*\*Assoc. Prof. Bishop Heber College, Trichy.*

### ABSTRACT

*Sexual harassment is unwelcome sexual advances, requests for sexual favors, and other verbal or physical conduct of a sexual nature in which submission to or rejection of such conduct explicitly or implicitly affects an individual's work or school performance or creates an intimidating, hostile, or offensive work or school environment. Sexual harassment is Verbal harassment, Non-verbal harassment, Visual harassment, Psychological harassment, etc. The types of sexual harassment are **Quid pro quo Harassment** - When a perpetrator makes conditions of employment contingent on the victim providing sexual favors. This type of harassment is less common. And **Hostile environment Harassment** - When unwelcome, severe and persistent sexual conduct on the part of a perpetrator creates an uncomfortable and hostile environment (e.g., jokes, lewd postures, leering, inappropriate touching, rape, etc.). This type of harassment constitutes up to 95% of all sexual harassment cases. The causes of sexual harassment are **socialization, power games, divorce and cultural difference, credibility and victim blaming and aggressiveness**. The prevention or reducing the sexual harassment problems at workplace through various law amendments and management rules/ policies.*

**Key words:** *Sexual harassment, Work place*

**Sexual harassment** is unwelcome sexual advances, requests for sexual favors, and other verbal or physical conduct of a sexual nature in which submission to or rejection of such conduct explicitly or implicitly affects an individual's work or school performance or creates an intimidating, hostile, or offensive work or school environment.

- **Verbal harassment** – is in oral form and includes uncomfortable and offensive teasing, joking, questioning, jesting or making suggestive remarks or sounds, or verbal repartee.
- **Non-verbal harassment** – a leer with indecent overtone, sexual activity or desire denoted by hand signal, lips licking or food eating and persistent flirting.
- **Visual harassment** – covering the wall with pin-up, calendars, drawings, photographs of naked and scantily clad women or other sex-based materials and writing sex-based letter. Sexual exposure also falls under this form of sexual harassment.
- **Psychological harassment** – harms a person's psychological well being and includes oppressively constant proposals for

dates, repeated undesirable physical intimacy or social invitations.

- **Physical harassment** – includes distasteful action such as touching of an intimate body part, patting, pinching, stroking, brushing up against the body, hugging, kissing, fondling and sexual assault.

### TYPES OF SEXUAL HARASSMENT

1. **Quid pro quo**- When a perpetrator makes conditions of employment contingent on the victim providing sexual favors. This type of harassment is less common.
2. **Hostile environment**- When unwelcome, severe and persistent sexual conduct on the part of a perpetrator creates an uncomfortable and hostile environment (e.g., jokes, lewd postures, leering, inappropriate touching, rape, etc.). This type of harassment constitutes up to 95% of all sexual harassment cases.

### VARIETY OF CIRCUMSTANCES AT WORK PLACE

- Survivor and harasser do not have to be of different genders; both can be men, both women, or they can be different genders.

- Similarly, as with sexual assault, women can be perpetrators.
- The harasser can be a supervisor, an agent of the employer, a supervisor in another area, a co-worker, or a non-employee.
- The survivor does not have to be the person that is directly harassed. It can be anyone affected by the offensive conduct.
- Unlawful sexual harassment may occur without economic injury to or discharge of the survivor.
- The harasser's conduct must be unwelcome.

### **COMMON EMOTIONAL AND PHYSICAL REACTIONS AT WORK PLACE**

- Poor concentration at work
- Stress on personal relationships
- Fear/anxiety
- Debilitating depression
- Sleep/weight problems
- Alcohol or drug use
- Staff turnover
- Increased absenteeism
- Tarnished company reputation
- Increased payouts for sick leave and medical benefits
- Vulnerability to hostile confrontations
- Legal and consultant costs
- Lower staff productivity
- Poor staff morale
- Less teamwork

### **SEVERITY AND FREQUENCY OF SEXUAL HARASSMENT AT WORK PLACE**

Whether one or a series of incidents amounts to harassment depends on a balancing of the severity of the incidents and their frequency. The purpose for balancing the severity and frequency of the incident is to ensure that offensive comments are not made in the work environment but also to protect the employer from liability for every objectionable remark.

A single incident may constitute harassment, especially if the incident is prolonged, offensive and very serious in nature. For example, a case in which a supervisor fondled an employee's breasts would constitute a case of sexual harassment arising from a single incident.

On the other hand, a combination of events with varying amounts of seriousness and frequency may also be harassment. For example, a case in which a manager repeatedly asked a clerk for a date despite consistent refusals, told sexually explicit jokes in front of the clerk, and repeatedly made sexual innuendoes to the clerk to make her blush would also constitute sexual harassment.

### **CAUSES OF SEXUAL HARASSMENT AT WORK PLACE**

The causes of sexual harassment vary. Many of the causes are interrelated, linked to the culture and values in society and in companies, and to the roles, relative power and status of the men and women concerned.

#### **1. Socialisation**

The way in which men and women were brought up to see themselves and others strongly influences their behaviour. Various viewpoints could create a climate that allows sexual harassment:

- In a culture where it is, or was until recently, "OK" to discriminate against people because they are different (in terms of gender, race, culture, religion, lifestyle, political conviction or whatever), the abuse of power or humiliation that is typical of sexual harassment will not be unusual. Harassment is often closely linked to prejudice in general, and to sexist attitudes.
- Men who were brought up with macho beliefs like "real men pinch bottoms", "girls were made to hug and kiss", "the more, the merrier", easily carry these social values into the workplace, and treat their female colleagues accordingly. Such men often even think that women take their harassment as a compliment.
- Many women have been brought up to believe women's highest calling is to please men, that popularity with men equals success, or that "real women look sexy". This can give the impression – usually unintended – that they invite sexual advances at work. Some women who see sexuality as their only power base, play along. Although research has proven them to be a small minority, their

behaviour can also encourage harassment of other women.

- If women see themselves as dependent on, or of lesser value than men, or are unassertive, they find it difficult to handle harassers or to complain. Often women who are breadwinners are vulnerable and fear victimization or even job loss, if they reject advances or complain.

## 2. Power Games

Recent social and political changes have changed power relations. Some men feel threatened by the career advancement of women and people of color, or are uncomfortable with women's new-found independence and assertiveness at home and/or at work. Others who have recently gained positions of power (many after decades of discrimination) may also harass women subordinates to prove themselves. Some men even regard it as a "fringe benefit" to which their position, their power, their sex entitle them. In times of uncertainty, fear, limited promotion opportunities, retrenchments, personal stress and performance pressure, there is a real danger that sexual harassment and trading of sexual favors will form part of the power games played.

## 3. Moral Values, Divorce and Cultural Differences

- In times of moral laxity, when extramarital affairs and "one-night stands" are broadly accepted (despite HIV-AIDS risks), when some people equate monogamy with monotony, it is relatively easy for people to indulge in office flirtations, whether one-sided or mutual. The person who tries, and doesn't accept rejection or sees the unwilling colleague as a challenge, easily becomes a harasser, or may victimize the reluctant colleague.
- The prevalence of marital stress and divorce in our society means that some men and women come to work in a state of emotional distress that could make them vulnerable to sexual harassment.

## 4. Credibility and Victim-Blaming

The credibility of the victim is often called into question, as it is usually her word against that of the harasser/s. Several factors aggravate this problem:

- The large majority of decent men, who treat women with respect and would never dream of taking such liberties, usually find it difficult to believe that respected colleagues would abuse their position in this way.
- Management may take the word of a senior person rather than that of a subordinate as they are likely to have known the senior longer, and a manager usually has more credibility in a dispute than a subordinate. Particularly if the managers concerned are all men, they may not understand the seriousness of the problem, or may "stick together" out of gender loyalty.
- If the person deciding whether to take action or not, has himself been guilty of harassment, he is likely to go along with a cover-up, or at least give his "buddy" the benefit of the doubt.
- The harasser may be a high-level or highly-skilled person who is difficult to replace, while the victim is likely to be on a lower level, and thus more expendable.
- The common tendency of victim-blaming often causes the plaintiff to end up virtually as the accused. As in the case of sexual assault and rape, the dress, lifestyle and private life of the victim seem to become more important than the behavior being investigated. Naturally it is advisable that women dress and behave appropriately at work. Yet any woman – whatever her appearance and lifestyle – has the right to decide whether, when, where, and from whom she wishes to accept any sexual approach or comment. And if she declines, she should not be victimized in any way.
- The victim may be very embarrassed by the events, or afraid of ridicule or revenge, and is likely to wait until matters become unbearable before she complains.

She may then be blamed of having played along or condoned the behavior initially.

- Many women are also inclined to excessive guilt and self-blaming, and may even believe that they unwittingly did or said something to invite the unwanted behavior. And if they are ashamed or afraid and don't discuss the problem, they often don't realize that it is a fairly common occurrence, and not their fault.

### 5. Aggressiveness or Bravado

Men in groups often behave differently from how they would as individuals. This can explain some of the "gang harassment" that occurs when a woman enters a plant or walks past a group of workers at lunch; after a few drinks at an office party; or when a group of colleagues attend a conference. Alone, those men would probably be "harmless", or less bold.

### SEXUAL HARASSMENT DETRIMENTALLY AFFECTS THE WORK ENVIRONMENT

It is important to understand that the intent of a person's behavior, whether the behavior is face-to-face or behind another employee's back may be irrelevant in determining whether or not a behavior is sexual harassment. What matters is the impact of the behavior on the work environment. Regardless of intent, the behavior may be judged on its impact upon the work environment. Therefore, the statement that the conduct was not intended to have a negative consequence is not a valid defense of harassing behavior.

A hostile environment usually requires a pattern of offensive conduct. Isolated or infrequent incidents of extremely offensive sexual or sex-based verbal conduct, particularly when perpetrated by a supervisor or coupled with physical conduct, however, may create a hostile environment.

It is also important to note that the boundaries of the work environment are not determined by location. Instead, the boundaries of the work environment are defined by whether or not the person is doing something related to his or her job.

For this reason, harassment can occur in locations outside the traditional work site.

The workplace includes any place where employees happen to be for work related purposes. This includes traveling to work-related conferences or branch offices, attending staff parties, attending conferences, or at the home of a colleague for a work-related activity. The key to understanding the boundaries of the work environment is to consider whether the person is in a specific place because of their job. If the answer is "yes" than any unwanted and offensive sex-based conduct could be considered sexual harassment.

### PREVENTION/ CURE FOR REDUCING SEXUAL HARASSMENT AT WORK PLACE

Many practical steps can be taken, as part of an integrated programme, to counter harassment:

#### A Clear Policy from Management

- Management must develop, with consultants and in-company specialists, and with relevant staff organizations and unions, a clear definition of, and policy on sexual harassment.
- Concerned people and the press should also help to publicize the need for such policies.

#### Awareness of the Problem and of Own and Others' Rights

- Managers and all male and female employees must become aware of the problems inherent in harassment, and must know how to handle these.
- If clear policy exists, and is well promoted, both the person being harassed, and the person considering harassing someone, will know what the individual's rights are – what is acceptable, and what not; also where the person being harassed can complain. This should reduce considerably the likelihood of harassment.

#### Complaints and Disciplinary Procedure

- There must be clear guidelines on reporting and disciplinary procedures in cases of harassment, and these must be communicated to all staff members.

- Appropriate staff members can be selected, appointed and trained as complaints officers with authority to institute disciplinary measures when necessary.
- In large companies, counsellors can be appointed and trained to provide support and to give advice to staff who are sexually harassed, or to counsel harassers if required. These may be the same people as the complaints officers, and could possibly also sensitise and train managers and supervisors in the implementation of the policy.

### Other Supporting Measures

- Assertiveness training and development of a healthy self-esteem will help women to deal with harassers; and will also reduce the need in some men to try to prove themselves by harassing colleagues.
- An effective employment equity programme, that ensures well-planned career paths for all - based on merit, while also ensuring that people overlooked in the past get a fair deal – will reduce the vulnerability of individuals to harassment by people who abuse their power and authority.
- A positive corporate culture, in which management sets a positive example and the rights and dignity of all staff are respected, will do much to create a healthy environment in which sexual harassment cannot flourish.

Although no policy can be expected to eliminate the problem, awareness of the problem and of ways to deal with it will help to reduce its extent dramatically. Women, together with personnel and employee assistance professionals, must take initiative and get their companies to act against harassment if a programme is not yet in place. Equally importantly, the appropriate professionals must assist victims (and perpetrators) of past and present harassment to overcome the negative effects of that experience.

### OPTIONS FOR ACTIONS WHEN SEXUALLY HARASSING

- **Say "No" clearly-** Express in direct language (verbal or written) that behavior must stop.
- **Document the harassment-** Keep a written log, keep track of dates, times, and behavior.
- **Get emotional support-** Friends/family can be good outlets.
- **Document your work-** Keep copies of performance evaluations and memos that attest to the quality of your work.
- **Explore company channels-** Talk to a supervisor and/or contact the personnel officer or human resources department.
- **File a complaint-** If the problem can't be solved through company policy, you may choose to pursue a legal remedy.

### BIBLIOGRAPHY

- *Jobs DB Career Guide. The Resource Center for Job Seekers (1998-2014).*
- *RAINN: Rape, Abuse & Incest National Network. (2009). 1220 L Street NW, Suite 505, Washington.*
- *Stop Violence Against Women .The project for the Advocates for Human Rights. (2009). 330 Second Avenue South, Suite 800, Minneapolis, MN 55401 USA.*
- *Truida Prekel (1989-1992) Sexual harassment: A deep-rooted Problem – IPM Journal, Coping with the Sexual harasser – Career Success, Harassment: Prevention is better than redress – People Dynamics.*

# A STUDY ON ORGANIZATIONAL EFFECTIVENESS AT TOOLFAB ENGINEERING PVT. LTD. THUVAKUDI

**P. Manickajothi MSW., M.Phil., MBA.,\***

*\*Assistant Professor, Department of Social Work, Bon Secours College for Women, Thanjavur*

&

**A. Amalavincy\*\***

*\*\*Assistant Professor, Department of Fashion Technology, Bon Secours College for Women, Thanjavur*

## ABSTRACT

*Organizational Effectiveness is the extent to which the goals have been attained while organizational efficiency refers to the input-output relationship, the inputs that have been used to produce a certain amount of output. Organizational Effectiveness also called as organizational success or growth, is defined and conceptualized in different ways, and no unanimity is found in different approaches. During the past few years, the topic of organizational Effectiveness has received considerable attention especially from social scientists. This article focuses on the factors influencing organizational Effectiveness and analyses the level of organizational effectiveness in the Industry.*

### Introduction

Organizational Effectiveness may be explained as the capacity of an organization to procure and utilize the resources efficiently for the attainment of the desired objectives. There is no unanimity among researchers on the meaning of organizational effectiveness. There are in fact a number of terms organizational efficiency, organizational productivity, organizational growth etc. that are used synonymously with organizational effectiveness.

### Review of literature

#### **Arnold 2002,**

Organizational Effectiveness is the extent to which an organization, given certain resources and means, achieves its objectives without placing undue strain on its members.

#### **Houck Levis 1993,**

Organizational Effectiveness is the tool to which a goal that has been set for an operating and attained in terms of quality and Completion.

#### **Bernard 1938,**

Organizational Effectiveness is the degree to which operative and operational goals have been attained while the concept of efficiency represents the cost / benefit rate incurred in the pursuit of these goals.

#### **Thompson 1967,**

Employed an alternative strategy and attempted to reconcile these conflicting views of

organizational effectiveness by distinguishing three organizational levels:

- The technical level
- The managerial level
- The institutional level

### Research Methodology

#### Objectives of the study

- To assess the Organizational Effectiveness of the industry.
- To find out the factors of Organizational Effectiveness.
- To check if the demographic factors has any relation to Organizational Effectiveness.
- To give suitable suggestions and measures based on study.

### Research Hypothesis

#### Null Hypothesis

- There is no significant relationship between years of experience and organizational effectiveness
- There is no significant difference between gender and organizational effectiveness
- There is no significant association between age and organizational effectiveness.

#### Alternative Hypothesis

- There is significant relationship between years of experience and organizational effectiveness.

- There is significant difference between gender and organizational effectiveness.
- There is significant association between age and organizational effectiveness.

**Research Design**

The researcher had adopted descriptive cum diagnostic design to study this topic.

**Sampling Design**

Sampling design consist of two parts like universe of study and sampling method

**Universe of study**

The universe of this research study constitutes 564. This consist of 8 Executives, 120 Permanent Employees, 84 Trainees, 138 Scheme employees, 26 ITI Skilled Employee and 188 New trainees.

**Sampling Method and Sample Size**

The researcher used simple random sampling techniques (i.e.) table method and selected 100 samples from the universe.

**Tools for Data Collection**

The researcher adopted the questionnaire method as tools of data collection and informal interview method.

**ANALYSIS AND INPRETATION**

**Distribution of Respondents by their age**

S. No.	Age	No. of Respondents
1.	18-25	6
2.	26-33	12
3.	34-41	16
4.	42-49	42
5.	50-58	24

From the above table it is inferred that the 42% of the respondents belong to the age group of 42-49 years, 24% of respondents belong to the age group of 50-58 years, 16% of the respondents belong to the age group of 34-41 years, 12% of respondents between the age group of 26-33 years and rest of the 6% are in the age group 18-25 years.

**Distribution of Respondents by their Experience**

S. No.	Years of Experience	No. of Respondents
1.	Up to 15 years	28
2.	16-25 years	44
3.	26-35 years	24
4.	36-45 years	8

From the above table it is inferred that the majority of 44% of respondents have 16 to 25 years of experience, 28% of the respondents have experience is up to 15 years, 24% of the respondents have experience is between 26 to 35 years and remaining have experience is between 26 to 35 years and remaining 4% of the respondents have experience is above 35 years.

**KARL PEARSON CO-EFFICIENT OF COORELATION BETWEEN YEARS OF EXPERIENCE AND ORGANIZATIONAL EFFECTIVENESS**

S. No.	Variable	Correlation	Statistical Inference
1.	Year of Experience and Organisational Effectiveness	1.000	P<0.05 Significant

It is revealed from the above table that there is significant relationship between the years of experience and organizational effectiveness.

**‘t’ TEST BETWEE ORGANIZATIONAL EFFECTIVENESS AND VARIOUS SOCIO-DEMOGRAPHIC FACTORS**

S. No.	Variables	Mean	Standard Deviation	Statistical Inference
1	Gender	Male	1.23	P<0.05 Significant
		Female	1.29	
2	Marital Status	Married	1.15	P<0.05 Significant
		Unmarried	1.08	
3	Wastage due to Administrative ability	Low	2.92	P<0.05 Significant
		High	3.00	

It is inferred from the above table that there is significant difference between organizational effectiveness and various socio demographic factors.



### ANALYSIS OF VARIANCE AMONG ORGANIZATIONAL EFFECTIVENESS AND VARIOUS SOCIO – DEMOGRAPHIC FACTORS

S. No.	Source	Sum of Squares	DF	Mean Square	Frequency	Statistical
1	Educational Qualification				20.53	P<0.05 Significant
	Between Groups	1.133	1	1.33		
	Within Groups	26.487	48	0.552		
2	Years of Experience				0.008	P<0.05 Significant
	Between Groups	0.800	1	0.008		
	Within Groups	4613.920	48	96.123		
3	Age				0.413	P<0.05 Significant
	Between Groups	.558	1	.558		
	With in Group	64.962	48	1.353		

There is significant difference among the organizational effectiveness with regard to Educational qualification, years of Experience and age of the respondents 't' test between the organizational effectiveness and various demographic factors of organizational effectiveness.

#### Findings and Suggestions

- Majority 40% of the respondents are belonging to the age group between 42-49 years.
- Majority 74% of the respondents were male and minor 26% were female.
- 44% of the respondents were having the educational qualification are 10<sup>th</sup> standard.
- It is found that 44% of the respondents have the experience of 16 to 25 years of work.

#### Findings related to organizational effectiveness

- Majority 98% of the respondents likeness to work in the organization.
- Majority 98% of the respondent's preference given to their work.
- 94% of the respondents have satisfied with production area.
- Majority 92% of the respondents are in favor of the approach of their supervisors.
- Majority 98% of the respondents said their organization accept the employees opinion.

#### Suggestions

- It is suggested that leadership developmental programmes for managers may be conducted to improve the leadership efficiency.
- Performance appraisal may be extended to the workers.
- Labour welfare measures has to be improved to achieve organizational effectiveness.
- Industrial Relation has to given more importance.
- Counseling and other techniques can be adopted to solve the problem of the employer.

#### Conclusion

The present study was undertaken in order to assess the organizational effectiveness. The researcher studied the association of various socio-demographic factors and the dimensions of organizational effectiveness. The findings reveal that regard to overall organizational effectiveness, more than half of the respondents score in high category.

#### Reference

- Fred Luthans, Organisational Behaviour, McGraw Hill 9<sup>th</sup> Edition (2002).
- Gene Burton and Manab Thakur, Management Today 2005, 2<sup>nd</sup> Edition.
- John. W. Newstrom, Keith Davis Organisational Behaviour, Tata Mc-Graw Hill 11<sup>th</sup> Edition.
- Prasad L.M., Organisationak Behaviour, 2<sup>nd</sup> Edition.
- Prasad L.M., Principle and Practice of Management.
- Stephan P. Robbins, Organisational Behaviour 9<sup>th</sup> Edition.

# HUMAN RESOURCE ACCOUNTING AND AUDITING

**Mrs. A. Manonmani, MBA, MLM, MBA, M.Phil,**

*Assistant Professor, Department of Business Administration, Bon Secours College for Women, Thanjavur.*

## ABSTRACT

*For any company operating in the manufacturing sector. Its core assets are its machinery and fixed assets but for a company operating in the service sector, its core assets are its employees which are intangible assets. The concept of human resources was established primarily for the industrial sectors has now started gaining so much relevance that now companies in all sectors have applying HR Accounting and Auditing and a good weightage is given to these reports when making any company analysis. The Quantification of the value of Human Resources helps the management to cope up with the changes in its quantum and quality so that equilibrium can be achieved in between the required resources and the provided human resources. Human resource Accounting is a term applied by the accountancy profession to quantify the cost and value of employees of their employing organization. An HR audit is much like an annual health check. It can perform the same function for the organization. An audit is a means by which an organization can measure where it currently stands and determine what it has to accomplish to improve its HR functions. In this paper I discuss about the objectives of HRA and Auditing and its benefits and process.*

**Key Words:** INTRODUCTION OF HRA and Auditing, OBJECTIVES of HRA and Auditing, PROCESS of HRA and Auditing, CONCLUSION.

## INTRODUCTION

### HUMAN RESOURCE ACCOUNTING:

The total growth of the organization depends mainly on the skills of its employees and the services they render hence the success of any organization is contingent on the quality of their Human Resource its knowledge, skills, motivation and understanding of the organizational culture therefore, it is imperative that the humans be recognized as an integral part of the total worth of an organization. In order to estimate and project the worth of the Human capital, it is necessary that some method of quantifying the worth of the knowledge, motivation, skills and contribution of the Human element. Human Resource Accounting and denotes just this process of quantification or measurement of the Human Resource. Once organisations realise the actual benefit and take it as a growth process, it will only help them in increasing their shareholders' value. When a company is able to assess an individual's worth, it helps in increasing its own worth. In order to estimate and project the worth of the human capital, it is necessary that some method of quantifying the worth of the knowledge, motivation, skills, and contribution of the human element.

Human Resource accounting (HRA) denotes just this process of quantification / measurement of the Human Resource.

**“Human Resource Accounting (HRA)** is basically an information system that tells management what changes are occurring over time to the human resources of the business.

### DEFINITION: (HRA)

The American Accounting Association's Committee on Human Resource Accounting (1973) has defined **Human Resource Accounting** as “The process of identifying and measuring data about human resources and communicating this information to interested parties”.

### HUMAN CAPITAL AS A ASSET

Human Capital valuation is required by analysts in order to give those more tools to objectively assess company viability. It is important to notice the critical factors that the human capital plays as the foundation of the financial capital. The human intellectual asset is, like many physical assets, hard to value. Based on management, vision and monitoring, structural capital is critical and is one explanation of the high rewards given to CEO.

**HR AUDIT****DEFINITION: (AUDIT)**

"HRD audit is a comprehensive evaluation of the existing human resource development strategies, structure, systems, styles and skills in accordance with both short-term and long-term business plans of the organization. In HRD Audit the skills, styles, systems, strategies, structure is studied and analyzed using a variety of methodologies like interviews, questionnaires, available records, workshops etc. This evaluation helps the organization have a clear understanding of the lacunae and better align the HR processes with Business goals."

Typically the basic reason why organisations prefer to conduct an HR audit is to get a clear judgment about the overall status of the organization and also to find out whether certain systems put in place are yielding any results. HR audit also helps companies to figure out any gaps or lapses and the reason for the same. An HR audit can be used by an organization for multiple purposes. Some of the more common reasons are

- To identify and address HR-related problems.
- To seek out HR-related opportunities.
- To conduct due diligence for mergers and acquisitions.
- To support initial public offerings

**THE AUDIT PROCESS**

The HR audit process is conducted in different phases. Each phase is designed to build upon the preceding phase so that the organization will have a very strong overview of the health of the HR function, at the conclusion of the audit. These phases include:

- Pre-Audit Information
- Pre-Audit Self-Assessment
- On-site Review
- Records Review

**OBJECTIVES OF HRA**

The objective of HRA is

- To inform general public how far enterprises are successful in fulfilling the human contributions also come to light

through HRA. To facilitates effective and efficient management of human resources.

- To furnish cost value information for making management decision about acquiring, allocating, developing and maintaining human resources in order to obtain cost effective organizational objectives.
- To provide information of changes in the structure of manpower to the management.
- To provide qualitative information on human resources.
- To provide more relevant and timely information to the interested parties.
- To provide a sound and effective basis of asset control.
- To know whether the human resources are properly utilized and allocated.
- To allow management personnel to monitor effectively the use of human resources.
- To evaluate the return on investment on human capital.

**OBJECTIVES OF AUDIT**

The audit can serve any of the following purposes:

- To clarify desired practices of HR work and roles within the organization (HR Department, Line Managers).
- To establish a baseline for future improvement. To evaluate current effectiveness.
- To standardize practices across multiple sites within a division or company.
- To assess current knowledge and skills required of HR practitioners.

**PROCESS OF HRA**

Approaches to Measure HRA and Investment in employees to consider Human Resource as Asset. Then Methods and approaches to measure the non-monetary value and measuring the group value finally Return on Investment Approach.

The two main approaches usually employed for the measurement are:

**THE COST APPROACH:** This involves methods based on the costs incurred by the company, with regard to an employee.

**THE ECONOMIC VALUE APPROACH:** This includes methods based on the economic value of the human resources and their contribution to the company's gains. This approach looks at human resources as assets and tries to identify the streams flowing from the asset.

### INVESTMENT ON EMPLOYEES

To establish an effective standard for managing and assessing human resource development is required. To improve the functional level of an organization over the long term, it is necessary to envision the employee career path based on the thrust of the company's management, and to create a training and development system that combines OJT (on-the-job training) with Off JT (off-the-job training)

### RETURN ON INVESTMENT APPROACH HR ROI =

Results (Actual Performance or Expectations)

Salary + Human Resource Development Investment

The concept of HR ROI is expressed with the above equation. The denominator of the HR ROI is essentially the total amount of compensation for a targeted individual employee. This total compensation includes salary, a benefits package and investment in human resource development.

The fixed HR ROI rule aims at encouraging more high-performance employees to improve their skills and knowledge through a training and self enhancement program.

### BENEFITS OF HRA

- It furnishes cost/value information for making management decisions about acquiring, allocating, developing, and maintaining human resources in order to attain cost-effectiveness;
- It allows management personnel to monitor effectively the use of human resources;

- It provides a sound and effective basis of human asset control, that is, whether the asset is appreciated, depleted or conserved;
- It helps in the development of management principles by classifying the financial consequences of various practices.

### BENEFITS OF HR AUDIT

- It provides the various benefits to the organization. These are:
- It helps to find out the proper contribution of the HR department towards the organization.
- Development of the professional image of the HR department of the organization.
- Reduce the HR cost.
- Motivation of the HR personnel.
- Find out the problems and solve them smoothly.
- Provides timely legal requirement.
- Sound Performance Appraisal Systems.
- Systematic job analysis.
- Smooth adoption of the changing mindset.

### CONCLUSION

Human Resource factor is very crucial, important and sensitive factor of production. Even though human resources are the most important element of the business process, their value is not shown among the assets in a traditional statement of financial position. Human resources are truly the most valuable resources a firm can possess. HRD audit report is not intended to be originally an OD tool. By virtue of its diagnostic and participative methodology it seems to work as a change management tool. The interview methodology, its comprehensiveness, the audit methodology insisting on starting and ending with top management involvement all have high potential for initiating change processes. It could be further refined as an OD tool. It involves all the HRD staff and a large number of Managers in the audit process and makes them conscious of the areas needing improvements.

## **BIBLIOGRAPHY**

www.managementparadise.com  
www.scribd.com

## **REFERENCE BOOK**

1. John A. Brierley (Author), David R.G. William (Author), Institute of Chartered Accountants in England and Wales (Corporate Author). "Human Resource Management Issues in Accounting and Auditing Firms", A Research Perspective
2. Mr. D. Prabhara Rao, Human Resource Accounting, in 1987.
3. Mr. Eric G. Flamholz, Human Resource Accounting: Advances in concepts, Methods and Applications, 2012.
4. Mr. Michael Conrads, Human Resource Accounting, 1976.
5. Mr. K. Kanaka Raju, Human Resource Accounting, 2013.

# A STUDY ON SELF ESTEEM AND EMPOWERMENT OF SELF HELP GROUP WOMEN AT PERAMBALUR DISTRICT

**S. Anandaraj\***

*\*Guest Lecturer, Department of Social Work, Bharathidasan University College, Perambalur.*

&

**S. Margaret Diana\*\***

*\*\*Research Scholar, Centre for Study of Social Exclusion and Inclusive Policy, Bharathidasan University Tiruchirappalli, Tamil Nadu, India.*

## INTRODUCTION

Women bear almost all responsibility for meeting basic needs of the family, yet are systematically denied the resources, information and freedom of action they need to fulfill this responsibility.

The vast majority of the world's poor are women. Two-thirds of the world's illiterates are female. Of the millions of school age children not in school, the majority are girls. And today, HIV/AIDS is rapidly becoming a woman's disease. In several southern African countries, more than three-quarters of all young people living with HIV are women.

The current world food price crisis is having a severe impact on women. Around the world, millions of people eat two or three times a day, but a significant percentage of women eat only once. And, now, many women are denying themselves even that one meal to ensure that their children are fed. These women are already suffering the effects of even more severe malnutrition, which inevitably will be their children's fate as well. The impact of this crisis will be with us for many years.

Studies show that when women are supported and empowered, all of society benefits. Their families are healthier, more children go to school, agricultural productivity improves and incomes increase. In short, communities become more resilient.

Gender equality and women's empowerment are human rights that lie at the heart of development and the achievement of the Millennium Development Goals of the United Nations Development Programme [UNDP]. UNDP integrates gender equality and women's empowerment in its four main areas of work:

1. Democratic Governance
2. Poverty Reduction,

3. Crisis Prevention And Recovery, and
4. Environment and Sustainable Development.

A Self Help Group is a group of 10-20 women or men who work for the capacity building of themselves. The goal of Self help groups (SHG) is to become effective agents of change. They serve as a platform to establish the banking with the poor which is reliable, accountable and a profitable business. SHG also enables livelihood opportunities for village women through micro-credit with the existing banks in the area.

## Objective

- To enable the poor and marginalized to have access to micro-credit with bank linkages via enterprising Self Help Groups.
- To promote the concept of SHGs by sensitizing bankers, the Government and NGOs
- And generally raising awareness. In year 1994, Lead and Resource centre CORD Sidebars initiated the concept of the Self Help Group.
- The basic philosophy of CORD was responsible for the formation and strengthening of Self Help Groups. CORD believes that “if the women have money in their hands” it “leads to better and [more] dignified lives”. SHG promotes self reliance by generating its own funds, rather than remaining in the vicious cycle of debt.

## RESEARCH METHODOLOGY INTRODUCTION

Self Help Group is formed especially to aid in the strength of the rural women in various

aspects like physical, family, economic and social. It is anticipated that the findings of this study will highlight the status and self esteem of SHG Women. It could enable the future researcher to trace the other aspects of empowerment which are not included in this study like psychological aspect and spiritual aspect and various inner abilities, strength potential etc., of SHG women.

### **TITLE OF THE STUDY**

A STUDY ON SELF ESTEEM AND EMPOWERMENT OF SHG WOMEN AT PERAMBALUR DISTRICT

### **AIMS AND OBJECTIVES OF THE STUDY**

1. To study the socio-demographic characteristics of SHG Women.
2. To know the level of empowerment in various dimensions.
3. To assess the level of self-esteem of SHG women.
4. To suggest the suitable measures to improve the Empowerment and Self Esteem of the SHG members.

### **HYPOTHESIS**

- There is no improvement after joining in SHG among respondents group within income up to Rs.2000 is significantly less than that among respondent group with income above Rs.2000.

### **OPERATIONAL DEFINITIONS**

1. **Empowerment of women** refers to increasing the spiritual, political, social or economic strength of individuals and communities. It often involves the empowered developing confidence in their own capacities.
2. **Self Help Group** is a “small economically homogeneous and affinity group of rural and urban Poor, Voluntarily formed to save and contribute to a common fund to be lent to its members as per the groups decisions and for working together for social and economic uplift of their family and community.

### **RESEARCH DESIGN**

The Descriptive research Design has been used in this study. It describes the characteristics of a particular individual, group or community and determines the frequency with which something occurs or its association with something else.

### **UNIVERSE AND SAMPLING PROCEDURE**

The Universe of the study refers to 300 members of SHG at Ammapalyam village and Ladapuram village at Perambalur District. A well structured interview schedule used to collect the data from the members by adopting systematic Random Sampling. Thus the sample size was 50.

### **PILOT STUDY**

The researcher conducted the pilot study with ten respondents in order to ascertain and determine the possibilities and feasibilities of conducting the study with the slum women on reproductive health after completing the pre test study.

### **PRE TEST**

The pre test was conducted among 7 respondents in. This was done with a view of ascertaining the relevance and applicability of the questions. This helped the researcher to eliminate and incorporated some of the questions after the pre test.

### **TOOLS OF DATA COLLECTION**

Interview schedule was used to collect the information from the respondents in this study. The interview schedule consists of personal data, family particulars, economic condition, and maternal attitude towards adolescence. The schedule was administered in face to face interview with respondents. An average of three to four data were collected in a day and the time taken for each respondent was approximately 50 minutes to one hour.

### **ANALYSIS OF DATA**

The researcher administered the interviews schedule and collected the data from 50 respondents. The data were analyzed.

## RESULTS AND DISCUSSIONS

### SOCIO-DEMOGRAPHIC CHARACTERS OF SHG

S.No.	Demographic Profile		No.of Respondents (N=50)	Percentage
1	Age	Below 20	01	02
		20-30	14	28
		30-40	24	48
		40-50	11	22
2	Educational Qualification	Illiterate	04	08
		Primary	18	36
		Secondary	23	46
		undergraduate	05	10
3	Type of Family	Nuclear Family	39	78
		Joint Family	11	22
4	Types of Housing	Own	26	52
		Rent	23	46
		Lease	01	02
5	Income after associated with SHG	0-500	03	06
		500-1000	19	38
		1000-2000	15	30
		2000-3000	13	26

From the above table it is inferred that nearly half of the respondents were in the age group of 30-40 only 2 per cent of the respondents were in below the age of 20. With regard to the educational qualification 46 per cent of the respondents completed secondary education, 8 per cent and 10 per cent of the respondents were illiterate and completed undergraduate education respectively. Majority of the respondents were came from nuclear families and 22 per cent of them came from joint family with regard to the type of housing more than half of the respondents were residing at the own house. 38 per cent of the respondent's family income was Rs.500-1000 and 30 per cent of them had income Rs.1000-2000. Remaining small portion i.e., 6 per cent of them had Rs.0-1000.

### SAVING HABIT OF SHG

S.No.	Demographic Profile		No of respondents	Percentage
1	Saving per month	20-50	05	10
		50-100	37	4
		100-150	08	16
2	Loan Received	Received	33	66
		Not Received	17	24

3	Received Loan from	Bank	17	34
		SHG	16	32
		No	17	24
4	Reason to get	Marriage	03	06
		Education	13	26
		Medical	05	10
		Business	13	26

The table revealed that the 74 per cent of the respondents had saving Rs.50-100 per month only 10 per cent of the respondents had saving Rs.20-50. Nearly 66 per cent of the respondents were received loan from bank and revolving fund. They were utilizing the loan mainly to meet their educational and business needs.

### EMPOWERMENT OF WOMEN IN THEIR SURROUNDINGS

Comments	Number of Respondents	Percentage
Yes	23	46%
No	27	54%
<b>Total</b>	<b>50</b>	<b>100%</b>

In the above analysis, 54% of the sample respondents do not feel that they are empowered in their surroundings, while 46% of the sample respondents have said that they feel empowered in their surroundings.

### INTEREST IN THE STUDIES RELATED TO EMPOWERMENT AND UPLIFTMENT OF WOMEN

Comments	Number of Respondents	Percentage
Yes	25	50%
No	25	50%
<b>Total</b>	<b>50</b>	<b>100%</b>

The above depicts that, 50% of the sample respondents showed interest in studies related to empowerment and upliftment of women, while the other 50% of the sample respondents did not show interest in the studies related to women



**KNOWLEDGE AND SKILL ACQUIRED FROM SHG**

S. No.	Particulars		No. of Respondents (N=50)	Percentage
1	Communication Skill	Yes	38	76
		No	12	24
2	Decision Making Skill	Yes	40	80
		No	10	20
3	Problem Solving	Yes	15	30
		No	35	70
4	Community Participation	Yes	23	46
		No	27	54
5	Knowledge about Welfare programme	Yes	38	76
		No	12	24

The table shows that majority of the respondents had communicating well with the public bank officials and others. More than half of the respondents were taking decision on their family issue. But only 30 per cent of the respondents had problem solving ability. With regard to community participation more than half of the respondents were not able to participate in their community affairs. 76 per cent of them accepted that they were aware about their welfare measures.

**FINDINGS**

**SOCIO-DEMOGRAPHIC CHARACTERS OF SHG**

- Half of the respondents were in the age group of 30-40 only 2 per cent of the respondents were in below the age of 20.
- 46 per cent of the respondents completed secondary education.
- 8 per cent and 10 per cent of the respondents were illiterate and completed undergraduate education respectively.
- Majority of the respondents were came from nuclear families.
- 38 per cent of the respondent's family income was Rs.500-1000.
- 30 per cent of them had income Rs.1000-2000.

**SAVING HABIT OF SHG**

- 74 per cent of the respondents had saving Rs.50-100 per month
- 66 per cent of the respondents were received lean from bank and revolving fund.

**EMPOWERMENT OF WOMEN IN THEIR SURROUNDINGS**

- 54% of the sample respondents do not feel that they are empowered in their surroundings.

**INTEREST IN THE STUDIES RELATED TO EMPOWERMENT AND UPLIFTMENT OF WOMEN**

- 50% of the sample respondents showed interest in studies related to empowerment and upliftment of women.

**KNOWLEDGE AND SKILL ACQUIRED FROM SHG**

- Majority of the respondents had communicating well with the public bank officials and others
- Half of the respondents were taking decision on their family issue.
- 30 per cent of the respondents had problem solving ability.
- 76 per cent of them accepted that they were aware about their welfare measures.

**SUGESSTIONS**

1. SHGs are purely depending upon the NGOs in financial decision making process. In the inception period, the NGOs are forming and giving necessary training to SHGs. After some period, they have to give the freedom to think and work especially in decision making process. The financial decisions are to be taken by all the members unanimously. Hence, it is suggested that the necessary skills with regard to financial decision making may be inculcated to the members of SHGs. In this regard, a financial literacy and credit counseling centre may be opened in every district with suitable financial experts, bank officials etc. This credit counseling centre may give the suitable training to all the members of SHGs in the field of financial management.
2. It is found that SHGs are faced the problem of delay in sanctioning the loan. It is suggested that the bank should visit SHGs and grade them based on their

quality. The grading system and format is already approved by NABARD. If needed, banks can outsource the task of grading the SHGs to third party to expedite the sanctioning of loan. Further, the loan applications of SHGs should not be delayed beyond 15 days. Banks can fix a day for transactions of SHGs. The formalities while opening the SHG accounts in banks and while advancing loan to them should be minimum and procedures should be simplified. There should be uniform format for account opening and loan applications across banks. It is also suggested that necessary instructions may be given to the authorities and bank officials to avoid the delay in sanctioning the loan and to respond the queries of SHG members.

3. SHGs were faced the problem of inadequate loan amount. Loan amount is one of the basic components to start an activity and also women can be financially sound when loan amount is given sufficiently. Loan amount should be increased to the extent that they can take up an income generating activity.
4. Education plays a crucial role in administering the affairs of the business. Hence, it is suggested that adult education system may also be adapted to the members of SHGs to upgrade their educational status.
5. The development of a nation is vested on the shoulders of both men and women. Now a days the women self help groups are playing a predominant role in the eradication of poverty among the rural poor. It is suggested that the SHG concept for men is not adopted in the study area. If this
6. It has been implemented, the youth especially unemployed can be benefitted and they can also involve themselves in the process of poverty eradication.

## CONCLUSION

Though the SHGs generate positive impact on the rural economy through empowering

women and enhancing the rural income of those participant households, the issue of group size has been of long standing concern. It needs further investigations with specific reference to the watershed context. However, empowerment of women through women's SHGs can be good opportunity for the NGOs to involve women in environmental management to attain Sustainable Development through training, sensitization and mobilization using Participatory Rural Appraisal (PRA) methods and community development. During meetings of watershed programs women should be given a chance to facilitate. Men have played this role for a long time hence they should have the skills to transfer to women. Facilitators need to assure men that this is not aimed to take away power from them but to empower women as well. Thus the SHGs should in-fact also be converted in to Self Help Study Groups that will give them not only enhanced income but also enhanced esteem and self confidence to do something meaningful for the society as a whole.

## REFERENCES

1. B. Suguna: - "Empowerment of Rural Women through Self Help Groups". DPH. New Delhi, p-13-14, p-204.
2. Girija Srinivasan: - "Building A Future-Group by Group" (EDTD), BIRD, Lucknow, p- 46-47.
3. Kim Wilson: "Role of Self Help Group-Bank linkage Programme in Preventing Rural Emergencies in India", Paper presented at the seminar on SHG. Bank linkage Programme at New Delhi on 25th and 26th November 2002.
4. A Hand Book On Forming SHGs: - Micro Credit Innovations Department, NABARD, Mumbai.
5. Deepthi Umashankar, Women's Empowerment: Effect of Participation in Self Help Groups, PGPPM Dissertation submitted to Indian Institute of Management, Bangalore, 2006.

# HUMAN RIGHTS IN EDUCATION – DEVELOPMENT DISPLACED COMMUNITY WOMEN’S EDUCATION IN INDIA

D. Mohanambigai\*

*\*Ph.D (Full– Time) UGC – JRF Research Scholar, Department of Social Work, Bharathidasan University, Tiruchirapalli.*

&

Dr. P. Ilango\*\*

*\*\*Professor, Department of Social Work, Bharathidasan University, Tiruchirapalli.*

## ABSTRACT

*This paper aims to review the Women Rights in Education and to examine the Problems & Challenges in women education especially internally displaced communities women education in India. The paper explains the concept of Human Rights and its relation with the Educational Rights. The present paper explain the international and India law relating to the Educational Rights. Then the paper analyse the existing problems and challenges in the women education and Developmental displaced community women and girls in India. Human rights are regarded as worth of respect and protection but there are plenty of gaps in translating internationally recognized human rights into entitlement for people in countries' national legislation. Education of girls is vital not only on grounds of social justice but also because it accelerates social transformation. Promotion of gender equality in education is essential for human resource development. Education has a direct impact on women empowerment as it creates in them awareness about their rights, their capabilities and the choices and opportunities available to them. India represents a picture of contrasts when it comes to education for women in the rural and the urban areas. Cultural, social and economic factors still prevent girls from getting education opportunities and so the question of Rights in Education is still a mirage. The paper uses a review of published statistics and extant literature on Rights in Education both in International and National level, Indian Education System, History, Provision, and Regulatory Mechanism, Literacy rate, Status, Problems & Challenges in Women Education in India.*

**Key Words:** *Human Rights, Women Rights, Educational Rights, Displaced Women Education.*

## Introduction

Human rights reflect a global moral conscience in human dignity. They are inherent to all human beings, regardless of nationality, sex, national or ethnic origin, colour, religion, language, or any other status. They cannot be given or taken away. Human rights are the foundation for freedom, justice and peace in the world. They have been formally and universally recognised by all countries in the **1948 Universal Declaration on Human Rights**. Since then, many treaties have been adopted by States to reaffirm and guarantee these rights legally. International human rights law **sets** out the obligations of States to respect, to protect and to fulfill human rights for all. These obligations impose specific duties upon States, regardless of their political, economic and cultural systems. All human right are universal, indivisible an interdependent and interrelated (Paragraph 5 of the 1993 Vienna Declaration and Programme of Action). Equality and non-discrimination are

cross-cutting principles in international human rights law that guarantee the full enjoyment of human rights to everyone. Everyone has the right to education. Education shall be free, at least in the elementary and fundamental stages. Elementary education shall be compulsory. Technical and professional education shall be made generally available and higher education shall be equally accessible to all on the basis of merit. Education shall be directed to the full development of the human personality and to the strengthening of respect for human rights and fundamental freedoms. It shall promote understanding, tolerance and friendship among all nations, racial or religious groups, and shall further the activities of the United Nations for the maintenance of peace.

## **Education is not a privilege, it is a human right**

Education as a human right means:

- The right to education is guaranteed legally for all without any discrimination

- States have the obligation to protect, respect and fulfill the right to education
- There are ways to hold States accountable for violations or deprivations of the right to education.

### **International human rights law guarantees the right to education**

The Universal Declaration on Human Rights, adopted in 1948, proclaims in its article 26: "everyone has the right to education". Since then, the right to education has been widely recognised and developed by a number of international normative instruments elaborated by the United Nations, including the International Covenant on Economic, Social and Cultural Rights, the Convention on the Rights of the Child and the UNESCO Convention against Discrimination in Education. It has been reaffirmed in other treaties covering specific groups (women and girls, persons with disabilities, migrants, refugees, indigenous people, etc) or contexts (education during armed conflicts). It has also been incorporated into various regional treaties and enshrined as a right in the vast majority of national constitutions. (<http://www.right-to-education.org/page/understanding-education-right#sthash.4qcRGcAt.dpuf>)

### **Right to Education Act in India**

Education is a fundamental human right, essential for the empowerment and development of an individual and the society as a whole. According to the UNESCO's 'Education for All Global Monitoring Report 2010 (File referring to external site opens in a new window)', about 135 countries have constitutional provision for free and non-discriminatory education for all. In 1950, India made a Constitutional commitment to provide free and compulsory education to all children up to the age of 14, by adding this provision in article 45 of the directive principles of state policy. With the 86<sup>th</sup> Constitutional amendment on 12<sup>th</sup> December 2002, Article 21A was amended (File referring to external site opens in a new window) by the Constitution in order to introduce Right to Education as a fundamental right. The Right of Children to Free and

Compulsory Education Act (File referring to external site opens in a new window) finally came into force on 1<sup>st</sup> April 2010. The Act provides for free and compulsory education to all children in the age group of six to fourteen years. It is now a legally enforceable duty of the Centre and the states, to provide free and compulsory education.

### **The Act has the following major provisions**

- Every child between the age of six to fourteen years, shall have the right to free and compulsory education in a neighbourhood school, till completion of elementary education.
- For this purpose, no child shall be liable to pay any kind of fee or charges or expenses which may prevent him or her from pursuing and completing elementary education.
- Where a child above six years of age has not been admitted to any school or though admitted, could not complete his or her elementary education, then, he or she shall be admitted in a class appropriate to his or her age.
- For carrying out the provisions of this Act, the appropriate government and local authority shall establish a school, if it is not established, within the given area, within a period of three years, from the commencement of this Act.
- The Central and the State Governments shall have concurrent responsibility for providing funds for carrying out the provisions of this Act.

The Act also contains specific provisions for disadvantaged groups, such as child labourers, migrant children, children with special needs, or those who have a disadvantage owing to social, cultural, economical, geographical, linguistic, gender or any such factor.

### **Women and Education**

There are multiple and diverse links between gender equality and the fulfillment of the human right to education. The pervasive denial of the human right to education experienced by women and girls across the globe – as shown, for example, by the fact that

two thirds of the world's non-literate adults are women – is a striking example of gender discrimination. Education is an enabling and transformative right. As pointed out by the Committee on Economic, Social and Cultural Rights (CESCR), the right to education “has been variously classified as an economic right, a social right and a cultural right. It is also a civil right and a political right, since it is central to the full and effective realization of those rights as well. In this respect, the right to education epitomizes the indivisibility and interdependence of all human rights”. Despite progress, girls and women continue to be discriminated against in accessing education and within education systems. 57 million children worldwide, including 31 million girls, are out of school and two thirds of illiterate adults are women. In developing countries, adolescent girls are more likely to drop-out of secondary school than boys, particularly in rural areas. There are many reasons that prevent girls from going to school. Poverty, pregnancy, school-based violence, early marriage and discriminatory gender norms are some of the major obstacles to girls' education worldwide. School fees, the threat of violence on the way to and in school, and the perceived benefits of girls' domestic work keep girls out of school. Pregnancy and early marriage cut short adolescent girls' schooling before they have completed secondary school.

Women education in India has also been a major preoccupation of both the government and civil society as educated women can play a very important role in the development of the country. India is poised to emerge as one of the most developed nations by 2020, more literate, knowledgeable and economically at the forefront. No doubt, women will play a vital role in contributing to the country's development. Women power is crucial to the economic growth of any country. In India this is yet to meet the requirements despite reforms. Little has been achieved in the area of women empowerment, but for this to happen, this sector must experience a chain of reforms. Though India could well become one of the largest economies in the world, it is being hindered due to a lack of women's participation. Gender discrimination still persists in India and

lot more needs to be done in the field of women's education in India. The gap in the male-female literacy rate is just a simple indicator. While the male literary rate is more than 80% according to the 2011 Census, the female literacy rate is just 65.46%.

In spite of the forceful intervention by a bastion of female privilege, feminist critics, constitutional guarantees, protecting laws and sincere efforts by the state governments and central government through various schemes and programmes over the last 67 years and above all, the United Nation's enormous pressure with regard to the uplift of the plight of women in terms education is still in the state of an enigma in India for several reasons. The 2011 Census report indicates that literacy among women as only 65.46 percent it is virtually disheartening to observe that the literacy rate of women India is even much lower to national average i.e. 74.04 percent. The growth of women's education in rural areas is very slow. This obviously means that still large womenfolk of our country are illiterate, the weak, backward and exploited. Moreover education is also not available to all equally. Gender inequality is reinforced in education which is proved by the fact that the literacy rate for the women is only 65.46% against 82.14% of men as per 2011 Census.

**TABLE -1 LITERACY RATE IN INDIA**

Year	Overall Percentage	Male	Female
2011	74.04	82.14	65.46

**Source:** Census of India (2011).

#### **Development Displacement of people**

Since independence in 1947, India has been undertaking development projects to improve the quality of life of its people through planned development under the successive Five-Year Plans. Such projects include dams, power, mining, industrial and allied infrastructures, transport network, urban development, commercial forestry and other projects. Some of these projects have brought adverse effects in the form of displacement of people from their original place of habitation due to large-scale

land acquisition. Development-induced displacement in the country has brought severe economic, social and environmental problems to the displaced people. Magnitude of people displaced and severity of the problems due to multipurpose dam projects is too high as compared to other projects in the country. They also lead to submergence of high quality of land, destruction of the watershed, disturb the delicate ecological balance and distort the surrounding environment, loss of wildlife and precious irreplaceable flora, etc. and most notorious problems of flooding, water-logging and salinity. The experience of post-Independence period from projects across the country suggests that the long drawn out process of displacement has caused widespread traumatic psychological and socio-cultural consequences. These include the dismantling of traditional production systems, desecration of ancestral sacred zones, graves and places of worship, scattering of kinship groups, disruptions of family system and informal social network (Kothari, 1995).

**Michael M. Cernea (1997)** has developed the risk and reconstruction model, which has already been tested to be applicable to the development - induced displacement situation in the country. The model is built around a core concept: the risks of impoverishment. The eight-impoverishment risks are landlessness, joblessness, homelessness, marginalisation, food insecurity, increased morbidity and mortality, loss of access to common property and social disarticulation. "Education loss" has been added by the author in a 2002 revision of the IRR model as another essential impoverishment risk; a discussion of this risk is contained in a forthcoming publication about the IRR model. Further two additional risks intrinsic to displacement have been added by **Robinson (2003)** by borrowing from **Robert Muggah** and **Theodore Downing**: Loss of Access to Community Services and Violation of Human Rights.

### Displacement and Women

Growing evidence shows that, while development projects may create vulnerability through impoverishment, they disproportionately affect groups that are vulnerable to begin with,

particularly indigenous groups and women. Human rights of vulnerable groups are protected generically in the International Bill of Human Rights. The ILO Convention 169 spells out protections for indigenous groups. For women, as **Sarah Aird** notes in a study of dam-related displacement but whose observations could apply more generally:

'some governments still recognize only male heads of household as legitimate landowners, denying women compensation for submerged lands and exacerbating pre-existing gender inequalities. In tribal communities where women enjoy user rights over land but not ownership rights, governments do not provide these women with any compensation. In addition to suffering greater negative effects due to dams, women also generally do not enjoy the same benefits men do, such as enhanced employment opportunities (Aird, 2001)'.

As a multi-year study of development-induced displacement by the World Commission on Dams concluded, impoverishment and disempowerment have been the rule rather than the exception with respect to resettled people around the world (**Leopoldo J. Bartolomé, et al., 2000**).

Evidence suggests that for a vast majority of the indigenous/tribal peoples displaced by big projects, the experience has been extremely negative in cultural, economic, and health terms. The outcomes have included assetlessness, unemployment, debt-bondage, hunger, and cultural disintegration. For both indigenous and non-indigenous communities, studies show that displacement has disproportionately impacted on women and children (*ibid*).

The travails of displaced women basically stem from the already existing gender inequalities within the Indian society and family. The laws, policies and government procedures also discriminate against women. It is a consequence of the unequal social and political set-up that men get preference over women in the matter of land, security, physical space, food intake, jobs, etc. within home, society and in the government. These inequalities accentuate in the event of a crisis situation like displacement resettlement (**Hemadri, et al., 1999**).

Examining the involuntary nature of displacement from the urban slums of Delhi, **Amita Baviskar** has found that displacement for women has brought emotional stress. Men migrate and women are left behind to look after the home and children. Control of women's sexuality becomes a serious issue. When women migrate, they work as domestic workers, daily wage earners, etc. Their additional income is extremely important for the family since it is often used to finance their childrens education and health. They suffer great hardships in urban slums with regard to sanitation and privacy (**Asif, Mehta and Mander, 2002**).

As mentioned in the previous section, there is wide gender disparity in several respects in India.

Thus, displacement may affect women differently. In a broad sense, displacement brings loss of access to common property resources, loss of access to livelihood, loss of access to services, lack of sanitation, breakdown of family life during transition period, additional burden of workloads and responsibilities, deteriorating health status, breakdown of community networks, problem of marriage of daughters, rise in alcoholism and increase in domestic violence, deterioration of social status of tribal women, sense of insecurity, breakdown of lifestyle etc. Here is an account of the major impacts of development - induced displacement on women in the country.

### **Displacement and Women Education**

Displacement often has a profound impact on the education of girl children due to the closure of schools, lack of facilities and difficult environment. Girl's opportunity of completing education is also sometimes affected by the need for them to work to contribute financially to their family's survival. The education of girls, already a low priority, suffers further during displacement and dire financial times. According to **Katarina Tomaševski**, the first UN Special Rapporteur on the Right to Education, the right to education should embody the following four elements: **availability, accessibility, acceptability and adaptability**. This framework is grounded in international human rights law and provides a

standard by which to assess education. Tomaševski asserts that "a review of education in all its dimensions by the human rights yardstick" is necessary to determine whether it fulfills the right to education under international law. Unfortunately, education for IDPs frequently does not meet these four requirements. The following section outlines a number of factors that serve as barriers to availability, accessibility, acceptability and adaptability in developmental displaced women education.

The issue of discrimination is an obstacle displaced women often face in the educational sphere. In some instances, displaced girls may be sent to segregated schools or denied access to public schools based on their race or ethnicity. They may be subjected to prejudice within the classroom based on their status as an displaced women and girl. In other instances, the language barrier prevents from integrating into the school system, particularly in the case of minority populations. Such discriminatory obstacles often result in high rates of attrition and more frequent absences among displaced girl students.

Another barrier is the lack of documentation. Some schools require official documents during the registration process. However, most displaced women flee their communities with limited or no forewarning. Often there is no time to collect documentation before departing or in other situations, the documents belonging to displaced communities may have been confiscated during travel. This presents a serious challenge considering that obtaining replacement documents may require traveling back to unstable conflict areas, greatly risking personal security.

Safety also presents a challenge to education in developmental displaced community Women and Girls As stated in the *Handbook for the Protection of Internally Displaced Persons* published by UNHCR: "Peer-to-peer violence, corporal punishment, sexual abuse or exploitation, lack of qualified staff, and inadequate monitoring and supervision within the education system, can discourage children and adolescents from attending school and contribute to high drop-out rates." Additionally displaced women and girls may be faced with

traveling significant distances to attend school and can face threats to safety en route such as landmines or armed recruits. Young women and girls may face the risk of sexual assault when traveling to and from classes.

The numerous threats to safety undermine the potential for educational programming in many displaced communities women. Finally, another obstacle to education is the implementation of school fees or other monetary requirements. Though international law requires that education should be free at the primary level, some schools levy fees on families to pay for teachers' salaries or school upkeep, particularly in States where limited governmental resources are directed toward education. Additional costs may arise from the purchase of uniforms, textbooks and school supplies. For displaced families who have lost their primary source of income, even nominal fees can be prohibitive. This obstacle also often heightens gender inequality in access to education as in situations where families cannot afford sending all their children to school. This is due to the fact that males are generally given preference over females in school enrollment.

### Conclusion

Every woman, man, youth and child has the human right to education, training and information, and to other fundamental human rights dependent upon realization of the human right to education. Equality of access to all levels of education is crucial to empowering women and girls to participate in economic, social and political life of their societies. Education unlocks a woman's potential, and is accompanied by improvements in health, nutrition, and well-being of women and their families. Despite widespread agreement that all people have the fundamental human right to education, 100 million children, at least 60% of them girls, do not have access to primary education. 960 million adults in the world are illiterate, and more than two-thirds of them are women. Women and girls continue to face discrimination at all levels of education, a fact which poses tremendous obstacles to their advancement.

It has been observed that the education of the girl children of the displaced people get

seriously affected due to lack of access to educational facilities in the resettlement colonies. This may result high dropout among the girl children because of lack of access to educational facilities, their less mobility may hinder to access distant schools alongside conservative attitude of their parents to allow going distant schools. Thus, the Resettlement & Reconstruction authorities should provide educational facilities in the resettlement colonies to benefit the children in general and girl children in particular for their educational attainment. The Resettlement & Reconstruction authority should create educational facilities (construction of school building and other infrastructures), appoint teachers and manage the schools in the resettlement colonies to benefit the children of the displaced people.

### Reference

- Agnihotri, A. (1998). The Orissa Resettlement and Rehabilitation of Projects affected Persons Policy, 1994: Some Critical Issues, in P. Mohapatra, A.B. Ota and R.N. Mohanty (Eds.) *Development Induced Displacement and Rehabilitation*, Prachi Prakashan, Bhubaneswar.
- Aird, Sarah C. (2001). China's Three Gorges: The Impact of Dam Construction on Emerging Human Rights, *Human Rights Brief*, American University's Washington College of Law, vol. 8, issue 2 (Winter), pp. 24-37.
- Asif, M., Mehta, L. and Mander, H. (2002). *Engendering Resettlement and Rehabilitation Policies and Programmes in India*, a Report of the Workshop held at the India International Centre, New Delhi on September 12 and 13, 2002 by the Institute of Development Studies and Action Aid, India with support from DFID.
- Baruah, B. (1999). The Narmada Valley Project: displacement of local population and impact on women, *Natural Resources Forum* 23, pp. 81-84.
- Cernea, M.M. (1997). The Risks and Reconstruction Model for Resettling Displaced Populations, *World Development*, Vol. 25, No. 10, October, Pergamon Publication, Great Britain.



- Cohen, R. (1995). Refugee and Internally Displaced Women: A Development Perspective, Refugee Policy Group Project on Internal Displacement, The Brooking Institution.
- Fernandes, W. (1996). Development-Induced Displacements and marginalization in Orissa, in A.B. Ota and Anita Agnihotri (Eds.) Involuntary Displacement in Dam Projects, Prachi Prakashan, New Delhi.
- Fernandes, W. (2007). Development-Induced Displacement: The Class and Gender Perspective, International Conference on The Emerging Woman in the Indian Economy, Christ College, Bangalore.
- <http://www.right-to-education.org/page/understanding-education-right#sthash.4qcRGcAt.dpuf>.
- <http://www.right-to-education.org/issue-page/marginalised-groups/girls-women#sthash.Ynfegd5s.dpuf>.
- Government of India (1996). Draft National Policy for Rehabilitation of Persons: Displaced as a Consequences of Acquisition of Land, A Document of Ministry of Rural Development, Published in Economic and Political Weekly, Vol 31, No. 24, Mumbai.
- Kothari, Smitu (1996). Whose Nation? The Displaced as Victims of Development, Economic and Political Weekly, Vol.31, No.24, Mumbai, June 15.
- Mehta, Lyla and Bina Srinivasan (1999). Balancing Pains and Gains: A Perspective Paper on Gender and Large Dams, Contributing Paper for World Commission on Dams, Thematic Review 1.1 Social Impacts.
- Pandey, B. and Rout, B.K. (2004). Development Induced Displacement In India: Impact on Women, Report on National Commission or Women, New Delhi.
- Parasuraman, S. (1993). Impact of Displacement by Development Projects on Women in India, Working Paper Series No. 159, Institute of Social Studies, The Hague, August.
- Ray, R. (1998). Gender Aspects on Relocation, in P. Mohapatra, A. B. Ota and R.N. Mohanty (Eds.) Development Induced Displacement and Rehabilitation, Prachi Prakashan, Bhubaneswar.
- Report Submitted to CEDAW (2012). Gender Discrimination in Education: The Violation of Rights of Women and Girls, Global Campaign or Education, South Africa.
- Rhodes, S.A. (2010). Displaced Futures: Internally Displaced Persons And The Right to Education, Report for United Nations University for Peace, Costa Rica.
- Srinivasan, Bina (2001). Social Impacts of Large Dams: Gender, Equity and Distribution Issues, Economic and Political Weekly, 36 (43).
- Suguna, M. (2011). Education and Women Empowerment in India, International Journal of Multidisciplinary Research Vol.1 Issue 8, December 2011, ISSN 2231 5780.
- Thukral, E.G. (1996). Development, Displacement and Rehabilitation: Locating Gender, Economic and Political Weekly, Vol.31, No.24, Mumbai, June 15.
- World Bank (2001). Operational Policy on Involuntary Resettlement OP 4.12 Involuntary Resettlement, Environment Department, The World Bank, Washington, D.C.

# CORPORATE SOCIAL RESPONSIBILITY AND BUSINESS ETHICS CURRICULAM IN MANAGEMENT EDUCATION

**Mr. T. Muthukumar\***

*\*Director & Head, Institute of Social Work Adaikala Matha College, Vallam, Thanjavur.*

**&**

**Dr. C. Subramanian\*\***

*\*\*Professor & Head, Department of Social Sciences, Tamil University, Thanjavur.*

## ABSTRACT

*The business school curricula has developed very well through the years and now has become uniform in terms of developing the special competencies that are required for managing a business. Indeed, most of the course contents have also become standardized, as have the course materials. A course in CSR and Business Ethics must not be regarded as an attempt to convert sinners to saints, preach absolute truth or deter the morally vulnerable. It will enable the students of Management Education to examine the conceptions of leadership where values and ethics play the central role. It will require them to reflect on their own values and ethics and examine the importance of them to their own definition of leadership. In the changing market scenario, it is important for the Management School to change their curricula according to the market demands. So the need of the hour is to introduce the concepts of CSR and Business Ethics in Management Education. The present paper is such an attempt to study the need of introduction of CSR and Business Ethics concepts in the Management Curriculum.*

**Key words:** *Corporate Social Responsibility (CSR), Business Ethics, Management Education, Business School Curriculum, Holistic Learning.*

## INTRODUCTION

There is probably no count on the number of business schools in the world. In India alone, we have over 1100 business schools recognized by the regulatory authority, AICTE. This excludes the university departments that also offer management education. These schools have a turnover which results in a gross addition to our managerial workforce of over 100,000 managers every year. Considering that most of these will find employment with the corporate sector, which may not follow a uniform set of curricula practices, it is imperative that at a societal level, we consider introducing a set of courses that will integrate the existing 'business related courses' with those that include a certain holistic approach to managerial decision making.

## THE STATUS TODAY

The education system as prevalent today is naturally biased in its approach towards the more 'commercial' aspects of business. All of the first year of MBA programmes is spent in dealing with hardcore business subjects, with an inbuilt focus on maximizing profits. The safer side of the course starts only in the second year,

where, for example in strategic Management II, the subject of ethics would be dealt with. Alternatively, if a student chooses the 'right electives' he or she may be doing some more courses related to value based education. If we allow for the fact that there is an imperative for introducing value based in the business schools, several problems stand out with this existing systems.

1. Apart from the different names that the course on business policy is taught, there is very little of an integrative approach to the education that is provided in the business school.
2. There is also a total lack of integration so far as the Value Based Courses are concentrated.
3. These courses, more often than not, turn out to be faculty specific.
4. The course outline and the offering of these courses also turn out to be situational.
5. The readings, syllabus etc. do not have too much correspondence with the contents of the other courses and do not supplement the synergistic learning.

6. The net result is that there is a absence of integrated social development of the student.

### **WHY CSR AND BUSINESS ETHICS?**

Apart from the integrated approach to education, a value based approach is also an imperative. A course in CSR and Business Ethics must not be regarded as an attempt to convert sinners to saints, preach absolute truth or deter the morally vulnerable. It will help groom the student to anticipate issues beyond the functions of management science. It will enable the students to examine conceptions of leadership where values and ethics play the central role. It will require students to reflect on their own values and ethics and examine the importance of them to their own definition of leadership. The course should be able to deliver issues like; the definition of success in business, race, gender, the role of culture, the privileged place of the executive and new understandings or models of human beings. It will be systematic analysis of business as a moral enterprise.

There is a need to build up the competencies of future generations to address a rapidly changing context, which is making the management of the interdependency between business and its economic, social and ecological environment a greater concern for individual businesses and their stakeholders. Today's decisions are not simply interns of maximizing shareholder value but also interns of minimizing the negative and maximizing the positive environmental and social value of their activities. Conventional models of organizational behaviour, strategic management and even business ethics do not provide adequate preparation for managing companies in this rapidly evolving business environment. Every manager needs greater understanding of this area and enhanced skills to operate with in the new context.

#### **For example**

##### **Business Leader**

These wider aspects of business performance are now more commonly discussed by the leaders of large companies but few have yet implemented policies and management processes to deliver them.

### **Middle Management**

There is a often substantial segment of middle management in even those companies most exposed to the pressure of societal needs, sometimes referred to as the clay layer, who have no experience of this aspect of business, have received no education or training in it and are focused on pursuing the financial goals which still dominate their performance contracts.

### **Stakeholders of Companies**

Particularly those in Governmental and Non-governmental organizations who work with this area of business and can be influenced in raising the social and environmental performance of business.

### **FACILITATING CSR AND BUSINESS ETHICS THROUGH HOLISTIC LEARNING**

In our mind, the adoption of CSR curriculum by the business schools can be supplemented by taking a holistic approach to learning. This can be introduced by re-emphasizing the study of three additional subjects in the MBA programme, history, philosophy and literature.

### **WHY STUDY HISTORY?**

We have probably forgotten that history helps us understand people and societies – history offers a storehouse of information about how people and societies behave. Understanding the operations of people and societies is difficult, though a number of disciplines make the attempt. How can we evaluate war if the nation is at peace unless we use historical materials? How can we understand genius, the influence of technological innovation or the role that beliefs play in shaping family, if we don't use what we know about experiences in the past? History offers the only extensive evidential base for the contemplation and analysis of how societies function and people need to have some sense of how societies function simply to run their own lives. Perhaps the ultimate ability to think holistically is to view things from a long term perspective, some thing that history excels. Arnold Toynbee's 'A study of history' – or any relevant book could be made compulsory reading for an MBA programme. History

contributes understanding – “History is teaching by example” is one phrase that describes this use of study of the past a study not only of certifiable heroes, the great men and women of history who successfully worked through moral dilemmas but also of more ordinary people who provide lessons in courage, diligence or constructive protest, from Socrates to Nelson Mandela.

What skills will a student of business develop by reading history?

- The ability to assess evidence
- The ability to assess conflicting inter predations
- Experience in assessing past examples of change and change management.

### WHY STUDY PHILOSOPHY?

People today often emphasize ‘marketability’ when they talk about a university education. If marketability means learning what will make you an attractive candidate for employment, then philosophy has a great deal to offer. There is no doubt that an education in business, commerce, finance, marketing, economics, etc., provides immediate skills and practical tools for finding entry level employment. Philosophy does not emphasize such skills but it provides an ideal atmosphere in which one can develop the more basic abilities on which they depend. Philosophy is irrelevant to marketability only if learning how to think, analyse and communicate an idea clearly is inapplicable to workday life. Management Guru ‘Henry Mintzberg, who divides his time between McGill University and the European business school INSEAD, has long criticized business school education for future CEOs and is particularly withering about MBA programs. But he admits it is hard to advise young would be leaders to avoid business programs when recruiters favour them so much. He would want companies to look for other training in future leaders, arguing business skills cannot be taught in a classroom and are not easily transferred between companies. Leadership and top management success depend on skills which are less job-specific and more general: thinking logically, analyzing critically, as well as being able to communicate articulately and precisely both orally and in writing.

### WHY STUDY LITERATURE?

The business schools have to re-enforce the basics of few subjects and relate it to business. For example, if a professor is teaching about power and leadership, Shakespeare can be a great example. Hamlet can thus be looked as an exercise not only in leadership but also the divergence between mission and vision. Mark Antony’s speech in Julius Caesar “Friends Romans, Country men...” can be used effectively to teach the basics of communication. Infact, most of Shakespeare’s plays are replete with examples of management structures, office politics and more often than not, incest and a pile of bones of the conclusion (for murder, read ‘shafted; and for death and punishment, read ‘sacked’). This is usually due to bad manager / king or a bad system of management. For instance, Shakespeare was well aware of the need for ‘unity of command’ knowing that a ‘divided house’ is more likely to fall than any organization needs to have one clear leader, be it a house or a kingdom (or a business) Running a Kingdom is, afterall, not too distant from running a business, the same rules apply.

Hence, if professors use English Literature as a form of explaining a concept, the students gain the following;

- They shall be forced to read atleast the relevant aspect of the play (enhancing reading comprehension)
- Reading the lines is not enough; reading in between them is the key to the problem.
- Enhances the ability to think way beyond the text or lecture and get solutions from a very totally diverse, ‘non-management’ subject;
- Encouraging ‘out of the box’ thinking, as when Birnham Woods move forward to attack Duncan – vindicating the prophecy of the three witches (Macbeth).

**The following table illustrates some elements of the ‘out of box- thinking’ process that only a holistic education can bring.**

Subjects	Example of CSR content
Philosophy	Why do businesses exist? What’s the goal of a corporation etc?
Politics / Geo-politics	What are the ethical issues involved in shifting polluting industries to the third world?

Development of Thought	'Strategy as choice' made famous by porter can actually be traced to Lioned Robbins (1932). Can corporate philanthropy be viewed as strategic choice?
English Literature	Hamlet as a study in Leadership and the ethical issues involved of not murdering his uncle when he was in prayer.
History related to Business	Reverberations of the Gold Rush of 1849 and the Klondike Gold Strike; the earlier Louisiana purchase by Jefforson. The transatlantic gold transfers after WWI and the rise in American Wealth leading to the Great depression of the 1930, Keynes vs Friedman and World War II, are still felt today.
Business Relationship	Till today Britain is India's oldest steady trade partner; why and how has this relationship being maintained? Is correct to give Britain preferential treatment?
Religion & Culture	Understanding the differences between Indian Buddhists and Thai Buddhists. Does this have an impact on trading partners?
Learning from Movies / Fiction / Non-fiction	The godfather, CSR of Michael Corleone towards the members of the 'family' 'The Ten Commandants' that Moses received on Mt. Sinal.
Business Planning	Is it ethical for a hospital to be run on commercial lines, the case of Appolo Hospitals
Skill Development	Negotiating, Managing, Communication and Entrepreneurship in the area of NGOs.
Law	The differences between Corporate Social Accountability (CSA) and Corporate Social Responsibility(CSR)
Environmental Concerns in a Business	How something can be simultaneously both the short-term cost and long-term revenue! The role of perspective.

## CONCLUSION

It is obvious that the current curricula content of the MBA education as we see it is inadequate to meet the demands of the modern global manager who has to take an integrated

'general' management view of the global problems. The integrated general management view has to be holistic one, where the different streams of education like politics, history, law...etc, are integrated to serve as inputs to the managerial discussion making process. For this to be changed, we need to revise the entire approach to education by removing the emphasis on specialized 'elective' courses, to a more holistic approach that can be done through a 'return to the classics' approach of studying History, Philosophy and Literature. The following action point stand out in the imperative requirement; what are the ways in which we can influence stakeholders' (prospective employers) perceptions about the importance of CSR and Business Ethics. This question is, however difficult to answer. It is only by the way of convince industry of the need to have managers well trained in the aft of making not only legal but also moral and above all ethical choices. With this, perhaps we can help bring up a more relevant breed of business managers.

## REFERENCES:

1. Ajit Prasad (2005), "Management Education and Value Based Curriculum", Corporate Social Responsibility Concepts and Cases, P. 66-67.
2. Anupam Sharma, Ravi Kiran (2011), "Corporate Social Responsibility and Management Education: Changing Perception and Perspectives", Global Journal of Management and Business Research, May, Vol.11, P.57-65.
3. Pallavi Priyadarshini (2013), "B-Schools need to shift gears", EDEX, The New Indian Express, July, P.10-11.
4. Vasanthi Srinivasan (2012), "Developing a Responsible Business Course for Business Schools in India", Vikalpa, April – June, Vol. 37 (2), P.102-108.
5. Archie B. Carroll (1979), "A Three Dimensional Conceptual Model of Corporate Performance", Academy of Management Review, Vol.4, P.497-505.
6. Baruch Y. Lemming A. (1996), "Programming the MBA – the quest for curriculum", Journal of Management Development, Vol.15, P.27-36.

# A STUDY ON KNOWLEDGE, ATTITUDE AND PRACTICE OF BREASTFEEDING AMONG POSTNATAL MOTHERS IN RURAL AREAS OF THANJAVUR DISTRICT

**Ms. S. Nathiya\***

*\*Research Scholar in Social work, Bharathidasan University Constituent, College for Women, Orathanadu.*

✉

**Dr. A. Sivagami\*\***

*\*\*Research Advisor & Head, Department of Social Work, Bharathidasan University Constituent College for Women, Orathanadu.*

## Introduction

World Health Organization recommends that practice of exclusive breast feeding for infants up to 6 months of age and continue breast feeding up to 2 years along with weaning foods. This study aims to describe the Knowledge, Attitude and Practice of Breastfeeding among Postnatal Mothers in Rural Areas. Breastfeeding is the normal way of providing young infants with the nutrients they need for healthy growth and development. Colostrums, the yellowish, sticky breast milk produced at the end of pregnancy, are recommended by World Health Organization (WHO) as the perfect food for the newborn. Breast feeding has both short terms and long terms benefits particularly on reduction of mortality and morbidity of infants.

Breast milk is the natural first food for babies, it provides all the energy and nutrients that the infant needs for the first months of life it is also important for sensory and cognitive development and also protects the infant against infectious and chronic diseases. Exclusive breastfeeding for 6 months is the optimal way of feeding infants. Good nutrition is vital to ensure that the infant develops both physically and mentally to the fullest potential. Poor feeding practices are a major threat to social and economic development. Scientific research, such as the studies summarized in a 2007 review for the U.S Agency for Healthcare Research and Quality (AHRQ) and a 2007 review for the WHO (World Health Organization), have found numerous benefits of breastfeeding for the infant.

The United Nations Children's Fund (UNICEF) has estimated that exclusive breastfeeding in the first six months of life can reduce under-five mortality rates in developing

countries by 13%. More than 15% of 24 lakh child deaths could be averted in India by optimal breastfeeding practices. Breastfeeding is the ideal method suited for the physiological and psychological needs of an infant. Poor breastfeeding practices are widespread. It is estimated that sub-optimal breastfeeding, especially non-exclusive breastfeeding in the first 6 months of life, results in 1.4 million deaths and 10% of the disease burden in children younger than 5 years of age. In India, breastfeeding in rural areas appears to be shaped by the beliefs of a community, which are further influenced by social, cultural, and economic factors.

## Review of Literature

**WHO (2011)** Breastfeeding is an unequalled way of providing ideal food for the healthy growth and development of infants; it is also an integral part of the reproductive process with important implications for the health of mothers. Breastfeeding has an extraordinary range of benefits. It has profound impact on a child's survival, health, nutrition and development. It provides the infant with nutrients; vitamins and minerals needed for growth and development for the first six months, and no other liquids or food are needed.

**UNICEF (2013)** Breastfeeding creates a special bond between mother and baby which lead to positive repercussion for life, in terms of stimulation, behavior, speech, sense of wellbeing and security. It also lowers the risk of chronic diseases, such as obesity, high cholesterol, high blood pressure, diabetes, and childhood asthma and childhood leukemia. Studies have shown that breastfed infants do better on intelligence and behavior tests into adulthood than formula-fed babies.

**Rachael (2013)** Breastfeeding also contributes to maternal health immediately after the delivery because it helps reduce the risk of post-partum hemorrhage. In the short term, breastfeeding delays the return to fertility and in the long term, it reduces breast, uterine and ovarian cancer. Studies have also found an association between early cessation of breastfeeding and post natal depression in mothers

**Objective**

1. To correlate the socio demographic factors of the respondents with their practice of breast feeding.
2. To assess the knowledge of mother regarding breastfeeding of their infants.
3. To study the feeding practices of the infant of the respondents.

**Research methodology**

The researchers adopted descriptive design as the research aimed at Knowledge, Attitude and Practice of Breastfeeding among Postnatal Mothers in Rural Areas. About 50 respondents were selected through simple random sampling in Thanjavur District. Both primary and secondary data used for this study. The primary data were collected by using a pre-tested interview schedule. Secondary data were from published and unpublished sources including the reports, journals and magazines.

**Results**

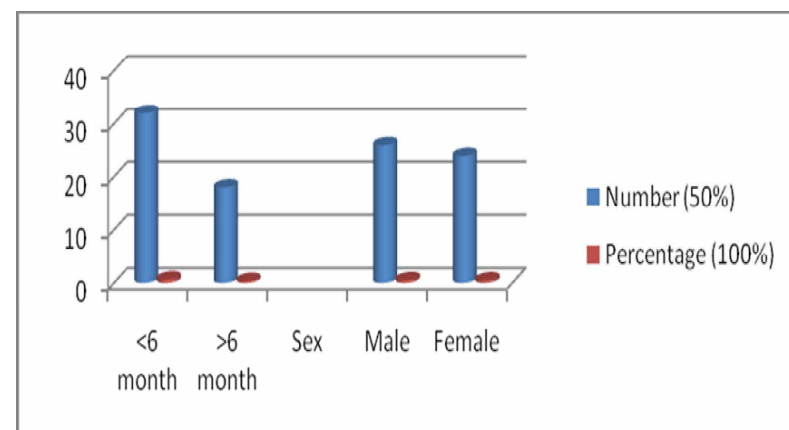
Age	Frequency (50%)	Percentage (100%)
<6 month	32	64%
>6 month	18	36%
Sex		
Male	26	52%
Female	24	48%

Table 1: Age and sex of infants whose mothers were interviewed

Table 1 shows that the number of interviewed mothers of children aged less than 6 months and more than 6 months attending the

outpatient department were equal. Mothers of male children were 52% and female children were 48%.

**Picture 1**

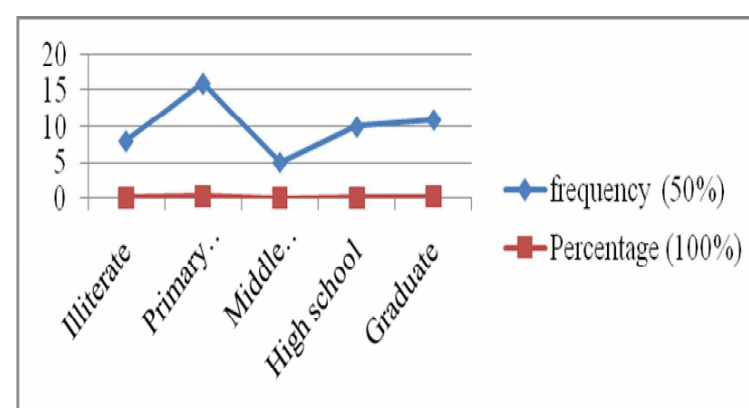


Education	Frequency (50%)	Percentage (100%)
Illiterate	08	16%
Primary school	16	32%
Middle school	05	10%
High school	10	20%
Graduate	11	22%

Table 2: Educational status of mother

Table 2 shows that highest percentages of mothers 32% who were educated with primary education. Only 22% of the mothers were graduate. 20% were literate up to High school followed by 16% mothers were Illiterate. It also shows that 10% mothers were Middle school.

**Picture 2**



Time of initiating breast feeding	Frequency (50)	Percentage (100)
<b>Knowledge</b>		
Within 1 hr. of birth	25	50%
Between 1-4 hr. of birth	23	46%
Between 1-3 days	02	04%
<b>Practice</b>		
Within 1 hr. of birth	30	60%
Between 1-4 hr. of birth	20	40%
Between 1-3 days	00	00
<b>Opinion about colostrums</b>		
Good	42	84%
Bad	08	16%

Table 3: Infant feeding attributes

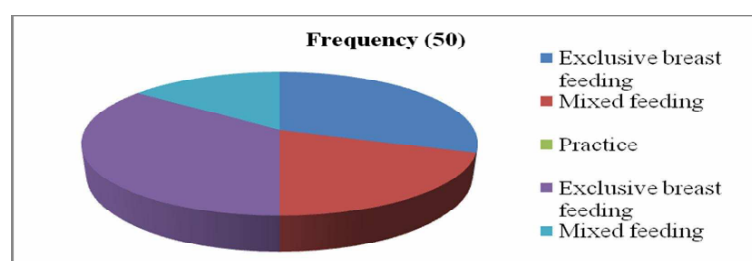
In our study, 50% of mothers had the knowledge about initiation of breast feeding within 1 hour of birth whereas only 60% practiced it. Table 3 also shows only 84% of mothers had a good opinion about colostrums.

Knowledge	Frequency (50)	Percentage (100%)
Exclusive breast feeding	30	60%
Mixed feeding	20	40%
<b>Practice</b>		
Exclusive breast feeding	35	70%
Mixed feeding	15	30%

Table 4: Exclusive breast feeding for 6 months

It is observed from Table 4 that, 60% mothers had the knowledge of exclusive breast feeding but only 70% practiced it.

Picture 3



Pre lacteal feeds	Frequency (50)	Percentage (100%)
Given	48	96%
Not given	02	04%
<b>Duration of breast feeding</b>		
6 months	20	40%
5 months	12	24%
4 months	08	16%
1-3 months	10	20%
<b>Initiation of complementary feeding</b>		
6-5 months	07	14%
4-3 months	30	60%
2-1 months	13	26%
<b>Feeding during illness</b>		
Continued	44	88%
Discontinued	06	12%
<b>Counselor</b>		
Local health worker	35	70%
Doctor	10	20%
Relatives	04	8%
Not counseled	01	02%

Table 5: Other infant feeding attributes

In the current study 96% of infants had received pre lacteal feeds (Table 5). It is also observed from Table 5 that, majority of mothers (40%) practiced breast feeding 6 months of age while only 16% breast fed up to 4 months. 60% of mothers initiated complementary feeding by 4-5 months of age. 88% continued feeding during illness. Local health worker (70%) was the most frequent counselor regarding feeding followed by Doctor (20%).

### Key Finding

**Newborn care practices:** A total of 45 (90%) of the deliveries were hospital deliveries and 5 (10%) were home deliveries. The care provided during the home deliveries was mainly given by an untrained birth attendant (40%). A household knife (50%) was used to cut the umbilical cord in five home deliveries. In both in-hospital and home deliveries, nothing was applied for umbilical cord dressing (67%). Talcum powder (10%) and turmeric was used by



some mothers for cord dressing. A total of 16% of the mothers still practiced branding of the child for illness. A total of 93% of the children received all vaccinations needed according to the national immunization schedule.

**Mother's knowledge on breastfeeding and complementary feeding practices:** Only 6 (12%) of newborns were weighed within 3 days of delivery. Colostrums were given to almost 25 (50%) of babies, which is a remarkable achievement; however, 10 (20%) received pre lacteal foods. Less than one-half 5 (10%) of infants were breastfed within one hour of delivery; the percentage was higher in rural areas 30 (60%) than urban areas 20 (40%). About 10 (20%) of infants were breastfed after one day, and 9 (18%) between 1-24 hours of delivery. Only 11 (22%) of children aged <6 months were exclusively breastfed; there was no significant difference between rural areas.

#### Hypothesis Test

- ❖ There is no significant association between age of the respondents and their feed too uncomfortable to breastfeed in a public place. It had been proved by chi-square test ( $\chi^2 = 1.603$ ). The table value of  $\chi^2$  at 5percent level for 2 degree of freedom is 5.99. The calculated value of  $\chi^2$  is less than the table value and hence the null hypothesis is accepted and concludes that there is no significant association between the age of the respondents and feed too uncomfortable to breastfeed in a public place.
- ❖ There is no significant association between Place of residence of the respondents and their feeding your infant now. It had been proved by chi-square test ( $\chi^2 = 10.4$ ). The table value of  $\chi^2$  at 5percent level for 4 degree of freedom is 9.488. The calculated value of  $\chi^2$  is more than the table value and hence the null hypothesis is rejected and concludes that there is significant association between the Place of residence of the respondents and their feeding your infant now.

#### Conclusions

The information regarding the advantages and duration of breastfeeding needs to be

provided for the community as a whole. The practice of exclusive breastfeeding was scarce with inappropriate complementary feeding in very poor hygienic environment. In Orathanadu rural community, high prevalence of malnutrition was observed among young children, essentially stunting. Obesity was also very high among mothers. Nutritional problems observed were due to poor knowledge on feeding practices, low education and socio economic level of mothers. There is a great need of developing educational program based on locally available foods.

#### References

1. Arora V. (2007) The State of World's Breastfeeding -Tracking Implementation of the Global Strategy for Infant and Young Child Feeding. International Baby Food Action Network (IBFAN), Asia Pacific.
2. Gupta A, (2006). The State of World's Breastfeeding: India Report card. International Baby Food Action Network (IBFAN), Asia Pacific.
3. Subbiah N. (2003) A Study to assess the Knowledge, Attitude, Practice and Problems of Postnatal Mothers regarding Breastfeeding. 94 (8): 177-179.
4. World Health Organization. (2009) Infant and young child feeding Model Chapter for textbooks for medical students and allied health professionals. World Health Organization.
5. Iskandar MB, (1990). Initiation and Duration of Breast feeding in Indonesia. Asia Pac Popular J: 5:89-112.
6. Chandrashekhar TS, et al (2007) Breast-feeding initiation and determinants of exclusive breast-feeding: A questionnaire survey in an urban population of western Nepal. Public Health Nut; 10:192-7.
7. Neifert MR. (1999) Clinical aspects of lactation: Promoting breastfeeding success. Clinic Prenatal; 26:281-2.
8. Available:[http://www.who.int/nutrition/topics/exclusive\\_breastfeeding/en/](http://www.who.int/nutrition/topics/exclusive_breastfeeding/en/)
9. Abdulbasit Musa Seid, et al (2013) Prevalence of Exclusive Breastfeeding Practices and associated factors among mothers in Bahia Dar city, Northwest Ethiopia: a community based cross-sectional study. International Breastfeeding Journal 8:14 doi: 10.1186/1746-4358-8-14.

# GENDER DISPARITY ALCOHOLISM AND DOMESTIC VIOLENCE

Niranjana Anthonisamy\* & Mahalakshmi\*\*

\*, \*\*Department of Social Work, Holy Cross College, Trichy – 17.

## ABSTRACT

*Swami Vivekananda said, "It is impossible to think about the welfare of the world unless the condition of women improved". The social structure of India brings out the unique blend of religions, cultures and languages. Our country in this 21<sup>st</sup> century has displayed an expeditious growth in economy, eruption of Microcredit programmes and commendable efforts to increase political participation of women. Despite the positive attempts towards empowerment of women in India the gender disparity still remains profound and interminable in India.*

*In the ancient India the women were treated with high honor. They held the position of a mother or a goddess in the Vedas and Upanishads. In the medieval period the status of woman was lowered. The status of women began to shift from being an "asset" to "liability" in the family. The development of science and technology has brought in female foeticide and female infanticide.*

*The independent India observed a steady and startling growth in the areas of Gender Disparity, Domestic Violence, Rape, Sexual Exploitation, Molestation, Eve-teasing, forced Prostitution, Sexual Harassment at work etc., Gender disparity in India is one of the big hurdle for the women to perform equally with men in the society.*

*This paper would focus more on Domestic Violence faced by women as a result of their husband being a chronic alcoholic patient. The excessive consumption of alcohol and the chronic alcohol addiction of the male partner are connected with the spousal violence amid the married women in India. One of the perturbing concerns of the developing countries is the current scenario is the steady increase of alcohol consumption.*

*The pattern of drinking has moved from social drinking to drinking to intoxication. This pattern is highly widespread in the developing countries. In the market for alcohol beverages India has been spotted as the potentially third largest in the world. The multinational companies are attracted to invest for heavy profit.*

*A study proved that 85% of men who were violent towards their wives were frequent daily users of alcohol. More than half of the abusive incidents were under the influence of alcohol. The habitual reasons the men give for the intake of alcohol are failures, misunderstanding with wife, infidelity, no job satisfaction, etc., The same problems are faced by the women too in the family as well as in the society.*

*The Indian society allows the man to have the illusion of getting relieved of the stresses of life through the intake of alcohol. The women become the scapegoat to face all the hardships, battering and face severe emotional trauma. She is also subjected to physical abuse, emotional abuse, sexual abuse and financial abuse. The experience of victimization due to domestic violence by the women because of the partner's alcoholic abuse is taken for the present paper. A self prepared questionnaire was used to collect data from the 30 wives of alcoholic patients. The objectives, definition of key terms, analysis and interventions based on the findings will be given in the full paper.*

## Introduction

Swami Vivekananda said, "It is impossible to think about the welfare of the world unless the condition of women improved". The social structure of India brings out the unique blend of religions, cultures and languages. Our country in this 21<sup>st</sup> century has displayed an expeditious growth in economy, eruption of Microcredit programmes and commendable efforts to increase political participation of women. Despite the positive attempts towards empowerment of women, the gender disparity still remains profound and interminable in India.

In the ancient India the women were treated with high honor. They held the position of a mother or a goddess in the Vedas and Upanishads. In the medieval period the status of woman was lowered. The status of women began to shift from being an "asset" to "liability" in the family. The development of science and technology has brought in female foeticide and female infanticide. With all the development in science and technology still there is a steady growth in 'gender disparity'. Women in India contribute in several ways towards the country's

economy but still she is considered as the liability.

The independent India observed a steady and startling growth in the areas of Gender Disparity, Domestic Violence, Rape, Sexual Exploitation, Molestation, Eve-teasing, forced Prostitution, Sexual Harassment at work etc., Gender disparity in India is one of the big hurdle for the women to perform equally with men in the society. Alcoholism is another huge monster that gulps down the families' relationships, love, mutual sharing and joy. The wives of the chronic alcoholic patients the nights become a nightmare. These women suffer from depression, fear, poor self image and inferiority complex.

In the present society the pattern of drinking has moved from social drinking to drinking to intoxication. This pattern is highly widespread in the developing countries. In the market for alcohol beverages India has been spotted as the potentially third largest in the world. The multinational companies are attracted to invest for heavy profit. The gender disparity that prevails in our Indian society allows the alcoholic patients to exercise domestic violence.

A study proved that 85% of men who were violent towards their wives were frequent daily users of alcohol. More than half of the abusive incidents were under the influence of alcohol. The habitual reasons the men give for the intake of alcohol are failures, misunderstanding with wife, infidelity, no job satisfaction, etc., The same problems are faced by the women too in the family as well as in the society. There is an urgent need to understand these women who suffer domestic violence because of their alcoholic husband. The problems that these women face within the four walls of the family is considered as the "private problems" these women keep such adversities with passive acceptance. The culture and tradition in India subjugate women to such an extent that they live for years with such abusive husbands. The physical, emotional, economic and sexual abuses by their husbands are not reported as there are no consistent and constructive rehabilitative measures for their rehabilitation. The society's focus is more on the alcoholic patients and numerous treatments cum rehabilitation centers are available for them. But meager care is shown

towards the wives of these men. The excessive consumption of alcohol and the chronic alcohol addiction of the male partner are connected with the spousal violence amid the married women in India. One of the perturbing concerns of the developing countries is the current scenario is the steady increase of alcohol consumption.

The Indian society allows the man to have the illusion of getting relieved of the stresses of life through the intake of alcohol. The women become the scapegoat to face all the hardships, battering and face severe emotional trauma. She is also subjected to physical abuse, emotional abuse, sexual abuse and financial abuse. The experience of victimization due to domestic violence by the women because of the partner's alcoholic abuse is taken for the present paper. This paper would focus more on Domestic Violence faced by women as a result of their husband being a chronic alcoholic patient. The paper also suggests proposals for the rehabilitation of these women. A self prepared questionnaire was used to collect data from the 30 wives of alcoholic patients. The objectives, definition of key terms, analysis and interventions based on the findings will be given in the full paper.

Need of the Study: Exploitation and abuse of women happens both at home and in the society. There is a cartload of violence is added to her oppression because of the excessive consumption of alcohol by their husband. These women face such harsh, inhuman and atrocious acts of violence from the one she has married and made commitment to be faithful till the end of her life. The disposition of the society towards this issue suffocates her and she finds no place for her ventilation. There are thousands of women suffer silently under the cruel and inhuman treatment of their husband. It is a compelling need to study the violence faced by these women in their home front where their married partners are the perpetrators of such violence.

### Objectives

- a. To understand the demographic background of the respondents,
- b. To study the prevalence of domestic violence in the alcoholics' family,

- c. To ascertain the nature of violence in the alcoholics' family
- d. To propose interventions for rehabilitation of the wives of alcoholic patients.

### Definition of key terms

**Domestic life:** Domestic life could be defined in several ways; as a secure, private, physical retreat from the outside world; as an economic asset and future investment; as a representation of self identity; as a type of relationship; and finally as a cultural object. (Tony Chapman, 2004)

**Violence:** Violence is another epidemic which has spread all over the world and entered the mainstream of the humanity and is still spreading like a wild fire. The violence may be in various forms like physical, emotional, psychological, verbal, sexual, economic, mental and domestic. (Y. Gurappa Naidu, 2011)

**Domestic Violence:** Domestic Violence could be defined as, "All acts of gender – based physical, psychological and sexual abuse by a family member against women in the family, ranging from simple assaults to aggravated physical battery, kidnapping, threats, intimidation, coercion, stalking, humiliating verbal abuse, forcible or unlawful entry, destruction of property, sexual violence, marital rape, etc...". (Shyamala Gomez and Mario Gomez, 2004)

### Review of Literature

The negative effects of alcoholism on the wives and the family have been an area of concern of all the socially concerned persons. The addictive substances like alcohol are used by men in India to feel confident and normal in stressful situations of life. They use these substances to retreat from the painful realities of life. Such addiction not only harms the addicted persons but also the psycho-social life of the family as well as the society.

The alcoholism and the domestic violence began to be studied seriously during 1970s. Until then the family was considered to be a sacred place and so the struggles that the women went through within the family due to alcohol was considered as a family business (Gary W. Lawson, 1989). Women were not allowed to share the sufferings with outsiders.

The victims kept them as a family secret and considered it shameful to discuss with others. They did not want others to know the way they were abused.

The inter-relationship in the family suffers and the wife does not know how to respond appropriately. Jancy Raj (2000) describes in her thesis that early in the marriage the wife may face occasional heavy consumption of alcohol by the husband. As the years go by the frequency of such occurrences increase and the wife faces the consequences of such behavior. Initially the wife tries to hide the habit of husband's alcohol behavior from the society to maintain the family name and prestige. As the quantity of consumption and the frequency keep increasing, she complains to the elders in the family.

As Dhanasekara Pandian (1999) states in his thesis that the heavy drinking plays a role in the family violence and abuse of spouse and children. The home atmosphere becomes detrimental because of frequent fights and violence. The husbands while intoxicated created more problems and used abusive language. These men become significantly more negative in their non – verbal behavior. They spend long hours talking using all damaging words and expressions. This affects the family cohesion, expressiveness, intellectual orientation and greater conflict. The wives of these alcoholic men go through both emotional and physical attacks.

Richard D. Schlaadt and Peter T. Shannon (1986) writes that the family can be totally disrupted by the substance abusing member in the family. The whole family can eventually become a source of neurosis. The use of alcohol may increase financial or occupational problems. As addiction gets worse day by day, the family is compelled to face several unmanageable problems. The chronic addiction also leads to suspicion over the wife's character, wife battering, verbal and physical assault, quarrel with the neighbors etc... Initially the wife may deny or minimize the problem related to drinking of their husband, later she begins to give reasons to justify his alcoholic behavior. She along with the family members makes attempts to create a pleasant atmosphere in the family to help the

alcoholic husband to give up drinking. If all her efforts fail then she and the family withdraws so that they could hide this fact from their friends and relatives.

Sr. Dr. Joan Chunkapura (2006) writes that the wife is unable to control their emotions and shout at the alcoholic for drinking heavily, beat the children heavily and get anxious about the alcoholic when he does not come home till dark. She and the family members are worried and scared. For them the future looks bleak. The wife has absolutely no control over the alcoholic and the family members are unable to rely on him. The alcoholic is looked upon as the defiant angry child. The domestic violence such as not allowing the wife to eat, do not provide for her maintenance, indifferent to her needs, suspicion over her character, battering, ridiculing her and her family in front of the children, constant criticism over all her actions, watching her whereabouts etc.... are all exhibited by the husband and the wife is the victim to all this torture. Such experiences kill and maim the women – physically, psychologically, sexually and economically. As this situation worsens, the wife believes that she could no longer live with this person. She feels disgusted and wants to leave him.

Y. Gurappa Naidu (2011) mentions that domestic violence is a social, economic and health concern that does not discriminate. It is one of the big issues of present times particularly in a country like India which is male-dominated and where physical abuse of women in the homes is rampant. This male dominated society creates such disparities in Indian families and the women suffer all kinds of violent attacks by their alcoholic husbands.

## Results and Discussion

**Table – 1**  
**Demographic details of the Respondents**

S. No.	Background Characteristics	Number of Respondents	Percentage
1.	<b>Age</b>		
	25–34	17	57%
	35–44	10	33%
	45–54	03	10%

2.	<b>Education</b>		
	1 <sup>st</sup> to 5 <sup>th</sup> Standard	19	63%
	6 <sup>th</sup> to 10 <sup>th</sup> Standard	09	30%
	No Education	03	07%
3.	<b>Religion</b>		
	Islam	14	47%
	Hindu	11	36%
	Christian	05	17%
4.	<b>Occupation</b>		
	Daily Labor	18	60%
	Tailor	06	20%
	Vendor	04	13%
	Unemployed	02	07%
5.	<b>Income-Per-month</b>		
	Rs.2000/- to Rs.3000/-	24	80%
	Rs.3001/- to Rs.4000/-	03	10%
	Rs.4001/- to Rs.5000/-	03	10%

Information provided in Table-1 highlights that the percentage of women who have experienced physical spousal violence is higher among those who are comparatively lower in age (25-34 and 45-54) and they belonged to Islam, Hindu and Christian religion. The respondents belong to the lower income group. 93% of them are employed but they are daily laborers, tailors and vendors. The Domestic violence experienced by these women under their alcoholic husbands are discussed in the following pages.

**Table – 2**  
**Level of Personal Relationship**  
**Between the Spouses**

S. No.	Level of Personal Relationship	Number of Respondents	Percentage
1.	Good	06	20%
2.	Not so Good	10	33%
3.	Frequent Fight	10	33%
4.	No Communication	04	14%

Family environment and family relationships play an important role in influencing the behavior of the family members. The above table – 2 shows the level of relationship between the Spouses in the alcoholic patients' family.

Only 20% of the respondents have said that they have a good personal relationship between the couples. As explained by Tony Chapman the home is a secure and private place for people and it brings to its members identity, status and economic well being. The above findings reveal the uncertainty to experience peace, joy, love and unity in an alcoholic patient's family. Conflicts are common in the family of alcoholics. The family members live in fear and anxiety. As fear dominates their existence in the family there is no possibility for mutual love and sharing between the alcoholic husband and the wife.

Dhanasekarapandian rightly pointed out that having an alcoholic at home leads to the depletion of family resources, frequent marital conflicts and breaking away of the marital bonds. It was researched by Kirschenbaum et al., (1974) that interaction between the spouses in the addicts' families are suffused with anger, conflict, authoritarianism, excessive control, less independence, criticism, negative feelings and lack of intimacy. 33% of the respondents said that they faced frequent fight with their husband. They need not have any serious reasons to begin their fight. Even for no reason at all the alcoholic patient builds up fight with the spouse.

14% of the respondents lived without having any communication with the husband. This is justified by the expressions made by Pandian in his study on families of Alcoholics. He said that the couples live in a state of meaningless relationship between husband and wife where there is no mutual love and respect towards each other. In such atmosphere the marital adjustment seems to be complex. In the absence of communication there is no way to understand one another and only the sense of hostility grows. This poor relationship between the spouses brings out family violence and abuse of wife and children. Murphy et al., (1997) conducted a study to examine the association between relationship and marital violence in couple with male alcoholic dependent. The martially aggressive alcoholics were high in negative responses contingent upon their wives.

The relationship that is basic to build the families is at stake due to excessive

consumption of alcohol by the husband. 80% of the families with an alcoholic spouse go through emotional and physical trauma especially without proper love and understanding. Alcoholics are significantly more negative and less positive in non-verbal behaviors. They also make lots of problem describing statements while intoxicated. This also results in very negative relationship between the spouses.

**Table – 3**  
**Nature of Physical Violence Faced**  
**by the Respondents**

S. No.	Nature of Physical Violence	Yes/No	Number of Respondents	Percentage
1.	The arguments between the partners always ends with wife battering	Yes	23	77%
		No	07	23%
2.	During fights the husband slaps and beats the wife	Yes	23	77%
		No	07	23%
3.	The husbands uses verbal attacks and hands	Yes	23	77%
		No	07	23%
4.	Due to physical torture the respondents decided to leave the house	Yes	15	50%
		No	15	50%
5.	The respondents could visit the hospital only with the permission of the husband	Yes	23	77%
		No	07	23%

It was an alarming revelation that 77% of the respondents face physical violence. In India "home" is considered a "Private Space" and familiarity with the perpetrator often deters resistance. The idea of "family name" and "family prestige" also alienate women from looking for remedies outside the family. Physical force is always used by the husband to keep the wife under their control. The common and simple conversations between the couples end up in a big fight. So the culture of male chauvinistic society allows the man to use his might to beat and humiliate the wife. The studies made in the past revealed that the husband after drinking alcohol slapped, twisted

the arms and pulled the hair, pushed or threw things on the wife, kicked and dragged the wife, threaten to attack with the knife, forced to have sexual contact, strangling, etc... Most of the respondents said gave positive answer to these attacks on them.

77% of the respondents said that during quarrel the husband beats and slaps the wife at times with the hands or at times with certain objects. This could create serious consequences on women's physical health. This could include bruises, injuries, gynecological problems, temporary disabilities and depression. Another study made by Sukhbir kaur and Simi Thind brought to light that such violence by men could affect badly the reproductive health of the women. This could result in increased number of miscarriages, unplanned pregnancies. This situation at home not only affects the wife but also the children who witness such violence also are affected in various ways. These children are prone to serious emotional, behavioral, developmental and academic problems etc.

50% of the respondents even have decided to leave the family as they could no longer face the torture by their husband. People in India think that having a girl is a liability. Alcohol related violence is diversified in nature. Home is commonly known as a place for love, acceptance, joy and other positive emotions. But in the families with alcoholics with heavy consumption becomes a place of terror and violence. Many researchers come out with the findings that lifestyles of men such as alcoholism and drugs trigger off men to commit domestic violence especially in Indian context (Rao, 1997; Bhatt, 1989). In their fits of anger under the influence of alcohol when the husband exercises violence against these women they are unable to voice their opinions or protect themselves for fear of further repercussions. Their basic right as a human life is threatened and their lives are stolen from them.

The alcoholic husband use physical violence as one of the cruelest ways to suppress women. Unequal power relations have led to the discrimination against women says D. Pulla Rao. The husband exercises violence against women because of their inferior status in terms of economic, political and social. Around the world

writes N.Audinarayana there has been increasing concern about violence against women in general and domestic violence in particular. It has been recognized worldwide as a violation of basic human rights, but an increasing amount of research highlights the health burdens, inter-generational effects, and demographic consequences of such violence.

The excessive intake of alcohol by the husband creates lots of emotional pressures in the mind of the wife. This tension is increased with the advances he makes in terms of physical violence. Her dignity as a human person is always under threat because of his physical abuses from mild to severe action. 77% of the respondents at the time of their illness they should obtain the permission to visit the doctor and take treatment.

A latest study conducted in six states (Bihar, Jharkhand, Rajasthan, Maharashtra, Andhra Pradesh and Tamilnadu) among young married men (15-29 years) and women (15-24 years) revealed that among women who had alcoholic husbands have experienced both physical and sexual violence within 12 months to large extent (Acharya, 2009). Even the minor mistakes of the wife are magnified and severe physical punishment is given to her. The present study affirms that the women in India are still treated as the secondary citizens and are subjected to the cruel treatment by their alcoholic husbands. The social constraints to consider women as a weak and vulnerable human being make the women to become subjected to such inhuman treatment. This is the disparity with which the society treats both women and Men.

**Table – 4**  
**Nature of Emotional Violence faced by the Respondents**

S. No.	Nature of Emotional Violence	Yes/No	Number of Respondents	Percentage
1.	Husband raises objection to meet her friends	Yes	15	50%
		No	15	50%
2.	The husband compels the wife to inform her every movement	Yes	19	63%
		No	11	37%

3.	The husband shows indifference to her needs	Yes	21	70%
		No	09	30%
4.	The husband gets angry and shouts if she speaks with men outside the Family	Yes	27	90%
		No	03	10%

50% of the respondents felt controlled even to visit their friends. Every human being needs to have time for relaxation. The men with the influence of alcohol develop a sense of suspicion over the wife's behavior. He restricts her movements or he stresses that she could go out only with his company. 63% of the respondents are forced to inform her every movement to her husband. She is not given the freedom to have an existence of her own. The freedom of movement is highly restricted by the husband. He humiliates her with such cruel verbal attacks in front of the children with suspicion over her behavior. Under the influence of alcohol he feels a sense of grandeur and considers the wife as an object to be treated with such callousness. Psychological abuse may also involve economic and social control such as controlling the victim's money and other income resources, preventing the victim from seeing friends and relatives, actively sabotaging the victim's social relationships, and isolating the victim from social contacts (Y. Gurappa Naidu, 2011).

The attacks increase if she relates with men outside the family circle. As given in the above Table-4 that 90% of the alcoholic husband became furious even for ordinary superficial contacts that she had with the men. They use lots of verbal threats, insults and puts down in order to belittle the wife. Relationship with the society is inevitable for human existence. Human beings are commonly known as social beings and need to develop social relationships to function as healthy and wholesome persons in the society.

From the demographic background it could be observed that the Perpetrators of such violence are seen in all the religious background invariably. Women in the Vedic period was considered as the crown of the society but in the medieval period her position has changed and

the husband and taken greater control over the life both in the home front and the society. In the British period this has reached the maximum level of deterioration. The evils of socio-religious practices and the irrational religious practices created a sorry state for women (Sukhbir kaur and Simi Thind, 2011). The women in spite of all the oral tortures and emotional blackmailing by the husband remain silent as she is expected to protect the family's name in the society. It was observed from the study that the accepted to suffer and only 50% of the respondents felt like leaving the husband to have a more peaceful life. The continuous abuse by the husband makes the wife weak and she is prone to ailments. She goes through the emotional problems like depression, anxiety, stress, restlessness, suppressed anger, fear and suicidal tendency. So she decides to leave the family with complete uncertainty about her future and the children.

In India even in this technocratic era the preference is given to the male child. This is a reality not only among the economically poor communities but also in the elite communities too. Considering the girl child as a liability takes different forms today. Such disparities created by the society add to the domination of man in the domestic life so also the violence within the four walls. The psychological abuse includes behavior that is intended to intimidate and persecute, and takes the form of threats of abandonment or abuse, confinement to the home, surveillance, threats to take away the custody of the children, destruction of objects, isolation, verbal aggression and constant humiliation (A. Marimuthu and D. Bose). The women exposed to such harsh and cruel experiences tolerate to greater extent but this has its own repercussion in her emotional life.

The emotional violence caused by the alcoholic husbands can cause long-lasting damage to its victim's self-esteem, self-worth and enjoyment of life to their wife. 70% of the respondents revealed that their husband remained indifferent to their needs. This is also known as "silent treatment" (Gary W. Lawson and Ann W. Lawson, 1989). In this aspect the victim is ignored and none of their emotional needs are met. The wife is treated not as a human being with needs and feelings but as a non - entity.



This makes the women to feel rejected, unwanted, unloved and unaccepted. For an Indian woman the husband become the center of her life and she lives only for her husband and the children. A vast majority thinks that the husband and the children become their world with a few exceptions. The lack of nurturing, affirmation and self – identity causes internal disturbances within the women.

**Table – 5**  
**Reasons for Domestic Violence**

S. No.	Reasons	Always		Frequent		Never	
		Total Number	%	Total Number	%	Total Number	%
1.	Finance	24	80%	06	20%	-	-
2.	Marital Fidelity	18	60%	12	40%	-	-
3.	Food and House keeping	5	17%	18	60%	07	23%
4.	Sexual Life	18	60%	12	40%	-	-
5.	Using Alcohol	27	90%	03	10%	-	-
6.	Using Pan Parak etc	27	90%	03	10%	-	-

The respondents are from low income group having an income between Rs.2000/- to Rs.6000/- per month. The escalation in terms of cost of living and the rate of inflation would surely suffocate these women and the amount consumed by the alcohol. 80% of the respondents said that the conflict or fight often breaks up for reasons on finance. The husband wants the best food but does not give money. The wife is expected to meet the ends meet. If she does not cook the food he wanted he picks up quarrel and ends with verbal or physical thrash. The men spend most of his income on the alcohol and give a meager income towards the maintenance of the family. He remains indifferent or refuses to support the family financially. He does not care to provide for the basic needs like food and controls access to health care.

60% of them go through sever suspicion by their husband on their marital fidelity. Due to closed communications and confusion over issues there is no room for mutual sharing of all that happens in their life. The wife exhibits resentment as she encounters constant threat to her peaceful existence. This resentment is shown either through quarrel, silence or less communication. So the man suspects her of having an extra-marital affair. He criticizes her

every action, gestures and movements all in relation to his suspicion.

The assumption that prevails in the society is that once a woman is married, the husband has the right for sexual access to his wife. 60% of the respondents expressed that sexual contact is one of the reasons for their fight and arguments. 90% of the respondents unanimously said that they have problems in their married life because of their husband's excessive intake of alcohol. Alcoholism can have serious consequences for families. A Study by Daniel (1982) on the impact of alcoholism revealed that 9 out of 25 persons spent all their income on alcohol; 5 out of 25 had debts; and 21 out of 25 persons suffered low level of interaction in the family. So the alcoholic patients have the tendency to spend all or portion of their income for alcohol. In the chronic cases they are totally addicted to alcohol so they are unable to function without the intake of alcohol. The peer influence also makes the spending go higher and higher.

A wrong sense of heroism is created in them when they spend more money on alcohol. The wives of alcoholic husbands' become restless and face emotional turmoil as they are forced by their role as the provider of the family. In the alcoholic patient's family the entire family's basic needs must be met by the women. The entire or a major portion of the income goes for alcohol and she is expected to manage the family with the left over income of the husband. So she has to constantly fight with the husband to give up drinking. Initially after the marriage or when the husband begins to consume alcohol they may be more patient with their husband and motivates him to give up drinking for the sake of the family. But with the chronic addiction the wife also becomes a co dependant. She not only physically abused but emotionally she is torn apart. Excessive drinking causes disruption. Marital and family problems are evident in alcoholic's families (Orford, 1979). So the family of the alcoholic patients suffers in all the ways like physical, psychological, economic and social spheres. The society cares a lot for the alcoholic patients but the wife, the co-patient receive very less attention by the society.

### Conclusion

The present study has brought out clearly the effect of living with an alcoholic husband in the family. The immediate effects of alcohol on the body organs will be the effect on the Digestive system, Circulatory System, kidneys, Liver and Central Nervous System. With the recurring intake of alcohol the human body gets seriously affected. The wife, the intimate partner witnessing these health hazards is affected emotionally. The influence of alcohol makes the husband to inflict physical assault on the wife. He also gives emotional torture to the victim. She is compelled to face several unmanageable issues because of her husband. Unable to cope with these problems the wife and the children live under constant threat. The family becomes desperate, angry, frustrated and anxious. She has to go through physical and verbal assaults both in private, family and in the neighborhood. The normal human existence becomes a hard reality for her and the family. The Indian society even in this Century supports the male and condemns the women for all these problems. The growing gender disparity does not address this problem of women. It is evident from the findings that the wives of alcoholic patients suffer violence in all the ways. The society must wake up and rise to see and positively respond to the urgent need of these women.

### Proposed Interventions

1. Awareness creation is important on the availability of assistance from laws, Non-governmental Organizations, Government Departments etc. to such women. The use of mass media could be employed to create awareness about the sources of help to these innocent victims.
2. Improvement on the effective Counseling Programmes and provide Equal importance for women in the De-addiction Treatment cum Rehabilitation Centers could be introduced and strengthened.
3. Since the rate of alcohol addiction is steadily increasing separate Grievance cum Counseling Centers could be established for these affected women. All those chronic alcoholic patients do

not turn up for treatment. In such cases these centers could support and rehabilitate these wounded women.

4. Government should introduce strong measures to deal seriously with the alcoholics who perpetuate family violence.
5. The treatment Centers should be more empathetic and avoid 'blame game' towards women.
6. Awareness on alcoholism and domestic violence along with the stringent steps of the Government should be given to the general public.
7. De-Addiction cum Rehabilitation Centers should create greater employment opportunities for wives of alcoholic patients.
8. The treatment centers should create Grass Root Support Centers to cater to these affected women.

### References

- Chapman Tony. Gender and Domestic Life. New York: Palgrave Macmilan. 2004. Pg-10, 19.
- Dhanasekarapandian. Family Factors Associated with Abstinence. Bengaluru; NIMHANS – 1999. Pg – 230 – 234, 284 – 317.
- Dr. Chunkapura Joan. Treatment Models in Addiction. Kerala: TRADA Publications. 2006. Pg. 11 – 16, 27 – 30, 63 – 66, III Edition.
- Goonsekere Savitri. Violence, Law and Women's Rights in South Asia. New Delhi, Sage Publications. 2004. Pg – 77, 149, 180, 216.
- Naidu Gurappa.Y. Domestic Violence against Women in Indian Society: New Delhi, Serials Publications, 2011. Pg.1, 2, 14, 15, 29, 90, 176, 184.
- Shannon. T. Peter. Drugs of Choice – Current Perspectives on Drug use. USA: 1986. Pg.159, 160 – 161. II Edition.