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Editorial.....

It is heartening to note that our journal is able to sustain the enthusiasm and covering various facets of knowledge. It is our hope that IJMER would continue to live up to its fullest expectations savoring the thoughts of the intellectuals associated with its functioning. Our progress is steady and we are in a position now to receive evaluate and publish as many articles as we can. The response from the academicians and scholars is excellent and we are proud to acknowledge this stimulating aspect.

The writers with their rich research experience in the academic fields are contributing excellently and making IJMER march to progress as envisaged. The interdisciplinary topics bring in a spirit of immense participation enabling us to understand the relations in the growing competitive world. Our endeavour will be to keep IJMER as a perfect tool in making all its participants to work to unity with their thoughts and action.

The Editor thanks one and all for their input towards the growth of the **Knowledge Based Society**. All of us together are making continuous efforts to make our predictions true in making IJMER, a Journal of Repute

Dr.K.Victor Babu
Editor-in-Chief

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LITERATURE REFLECTS HUMAN VALUES

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Human being is the finest creation of god and he should always make good efforts to save his existence on the earth.

“The first step in the evolution of ethics is a sense of solidarity with other human being”Albert Sihwetze

The human world has got a remarkable history. We have made tremendous advancements and innovations scientifically and technologically. But are we satisfied with the present state of affairs? Are we leading a peaceful and harmonious life? The more we are growing scientifically and technologically, the more we are degenerating as human beings. In spite of our amazing and astonishing evolution from Stone Age to Modern Age, we are still living in chaos and total confusion. We are still faced with serious problems like communal conflicts, terrorism and violence leading to insecurity. All this is a proof of that something is missing in the human world which enables human beings to live in harmony and that is human values. By practicing human values one can experience ideal world.

Human values are universal and are very important considerations to take into account when interacting with other people. They play a dominant role in establishing peace and in protecting the society, along with knowledge and intelligence. Values like trust, love, respect, honesty, justice, friendliness, teamwork can help people deal with situations today. To follow these values is very essential at present. In a society when technology is growing in leaps and bounds it



is very important to practice values, to make life enjoyable and rewarding.

Human values are the principles, standards, convictions and beliefs that people adopt as their guidelines in daily activities. They are a set of consistent measures and behaviours that individuals choose to practice in the pursuit of doing what is right or what is expected of them by the society. Almost all the laws and legislation are framed on the basis of human values – especially love, peace, justice and care for one another and being mindful of the environment, including plants and animals are very important values. These values are passed from one generation to another. Leaders, people in influential position, teachers, doctors, lawyers, politicians, business people and other professionals need to have strong human values.

The purpose of human beings is to live and let live others in continuous peace and happiness. This truth has been completely ignored in our present world view. Happiness is perceived in terms of maximization of wealth and accumulation of more and more physical facilities. This misconception is leading to serious problems in all walks of life. We need to change from this 'animal consciousness' to 'human consciousness'. This forms the basis for value – based living.

As M.K. Gandhi Said,

"Your beliefs become your thoughts
Your thoughts become your words
Your words become your actions
Your actions become your habits
Your Habits become your values
Your values become your destiny".

We have progressed in terms of taking literacy to all corners of the society. In olden days it was limited to a selected few has now got spread to the masses. Girls and boys, both are able to attain education. But, we need to relook at the content of education and the effects of the



contents on the living of human beings. Education of today is giving career but not life. As Swami Vivekananda said – “Education is the manifestation of perfection already in man”. Shaping the personality of students is the need of the hour. Education without human values is futile. We need values to know ‘what to do’ and learn ‘how to do’.

“The purpose of the literature is
to turn blood into ink.”

T.S.Eliot

Literature plays a pivotal role in inculcating values in youth. Literature is something that reflects society, makes us think about ourselves and our society. It reflects on human conditions. Present generation needs an exposure to classics written by great writers. Literature from time immemorial has appealed to students of all ages. As Connie Willis, an American science fiction writer said, “ literature is the people who went before us, tapping out messages from the past from beyond the grave, trying to tell us about life and death! Listen to them!”

Every Individual should give importance to values, character building, life skills etc. Literature is a source for all these skills and values. Literature reflects human values. It has been a channel for authors to express the importance of human values. It influences human thought. We can cultivate wisdom; learn what is good and what is evil. Literature cannot in itself make us an individual, but it can assist in that quest.

Shakespeare’s dramas are the best examples to say that literature reflects human values. Especially his renowned tragedies – King Lear, Othello and Macbeth. Literature has been an outlet for authors to express the importance of human values to the literate public.



In King Lear when the King decides to divide his kingdom among his three daughters according to the affection they express towards him. His two married daughters Goneril and Regan hypocritically vow extravagant love for him. Whereas his youngest daughter, Cordelia honestly says she can love only as the situation demands. Lear angrily gives her portions of kingdom also to her sisters. But in the end Cordelia is rewarded for her honesty and her sisters are punished for their deceptive nature. Virtue pays in the long run.

Married life should be based on mutual respect and confidence. Othello lacks both. Jealousy and suspicion are the causes of tragedy which claims the lives of both Desdemona and Othello. Othello kills his wife Desdemona on the suspicion of her being unfaithful to him. The lesson that is brought out through the tragedy is – one must give no room to jealousy in one's heart, which leads to dangerous consequences. In Macbeth, (Lady Macbeth dominates completely) Macbeth has an ambition to become king, but he becomes king by killing the ruling king. The person behind the scheme is Lady Macbeth. It is she who overpowers him in committing the crime. She is very cruel and cunning, she has no humanity. To turn the witches prophesy true, and in her mad desire to become queen, she puts aside all considerations of morality. The result is she goes mad and kills herself. Through this character the dramatist brings out the truth that those who do evil deeds suffer mentally and spiritually. It proves that the foul deed is most horrible for a normal being.

Human values are valuable in life, especially at present. There is every need for modern generation to have an exposure to great classics. Literature speaks or shows that, in perfect society, it would be very easy to balance all of these human values and technology, so that everything and everyone could live harmoniously every day. Even though technology is a growing force in today's society, it is important



to use different values to make life enjoyable and rewarding. This noble task can be achieved only by the teachers at under graduate level.

This article is a plea to realise the need of human values, and to practice them in order to make this world a better place, for the future generations at least, to live in.

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CONSCIOUSNESS IN VEDĀNTA AND SCIENCE – SOME REFLECTIONS

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The Upaniṣads, which are the fertile soil on which different Indian philosophical traditions have sprung, declare that the Absolute Reality which does not change and supports the Relative Reality experienced as the universe, is called Brahman or Ātman. Also known collectively as Vedānta, they further state that It is of the nature of Pure Existence (*sat*) and Pure Consciousness (*cit*). The Upaniṣads prophetically proclaim that everything is Consciousness and can be experienced by one in deep meditative states as one's own Self, connected to all other Selves (*ekatvamanuṣāyataḥ*).¹ Consciousness has become the subject of research not only in Philosophy but also in Science. The present article attempts to show some similarities of the Vedāntic understanding of consciousness with the results of scientific research.

Consciousness from Western point of view - a brief historical perspective

What is consciousness? Modern (Western) Science analyses and understands consciousness from a very mechanistic perspective, applying Cartesian rules to understand its function and importance. Descartes argued that there was a total and absolute distinction between mental and material substance.² It is a psychological condition defined by the English philosopher John Locke as 'the perception of what passes in a man's own mind.' Locke was an initiator of the Enlightenment in England and France, an inspirer of the U.S. Constitution, and the author of, among other works, *An Essay*



Concerning Human Understanding, his account of human knowledge, including the "new science" of his day--i.e., modern Science.

In the early 19th century, the concept was variously considered. Some philosophers regarded consciousness as a kind of substance, or "mental stuff," quite different from the material substance of the physical world. Others thought of it as an attribute characterized by sensation and voluntary movement, which separated animals and men from lower forms of life and also described the difference between the normal waking state of animals and men and their condition when asleep, in a coma, or under anesthesia.³ Other descriptions included an analysis of consciousness as a form of relationship or act of the mind toward objects in nature, and a view that consciousness was a continuous field or stream of essentially mental 'sense data,' roughly similar to the 'ideas' of earlier empirical philosophers.⁴

The method employed by most early writers in analysing consciousness was 'introspection', looking within one's own mind to discover the laws of its operation. The limitations of the method became apparent when it was found that because of differing pre-conceptions, trained observers in the laboratory often could not agree on fundamental observations.⁵ The failure of introspection to reveal consistent laws led to the rejection of all mental states as proper subjects of scientific study. In behaviouristic psychology, the concept of consciousness was irrelevant to the objective investigation of human behaviour and was doctrinally ignored in research. Neo-behaviourists, however, adopted a more liberal posture toward mentalistic states such as consciousness.⁶

Because of the materialistic approach, consciousness too was studied from that angle. Its seat was attributed to the cerebral cortex of the brain and thought to be scientifically measurable through electroencephalographs. This is because it was discovered that there occurs certain electrical activities in specific areas of the brain, which



relate to particular conscious, unconscious and subconscious experiences. During wide-awake consciousness, the pattern of brain waves consist of rapid irregular waves of low amplitude or voltage. In contrast, during sleep, when consciousness can be said to be minimal, the brain waves are much slower and of greater amplitude, often coming in periodic bursts of slow waxing and waning.

Science and Consciousness.

However, as Science advances, this empirical view of consciousness is changing and scientists believe increasingly that consciousness, though interacting with the brain, is above and separated from it. The first instance comes from hypnotism. Hypnotism was long considered an occult discipline reserved for the magician and the superstitious. However, its invaluable contribution in the advancement of psychology has earned it some respect, though it is still considered para-psychology. Ernest Hilgard, an eminent hypnotist working with hypnotic spells on his students, found that there are actually two consciousnesses. The first was the ordinary consciousness that was hypnotized and the second was what he called the "Hidden Observer" (Zimbardo, 1988). While the first could not describe any event happening to the subject, the second gave minute details. Hypnotic regression is often resorted to as a therapeutic recourse for inexplicable mental diseases linked to previous incarnations.

Scientists have been dissecting human brain with the hope to find the material evidence of consciousness there. This is perhaps because the 'sensation' of being aware is in the head. It is undeniable that the brain is a unique organ, and it is one of the heaviest and most bizarre in appearance. The cerebral cortex of man is unique and different from other living beings due to its extra-ordinary enlargement of the association areas and its capacity to correlate and compute memories and impressions. The billions of neurons that create a tapestry of



complex interconnections explain the sense of awareness, but not that consciousness is actually situated there. It is becoming increasingly clear to scientists that consciousness is something metaphysical in nature and that it cannot be investigated upon through conventional standards of Science. Professor George Wald, Professor Emeritus at Harvard University, Nobel Prize awardee for research in the biochemistry of vision, remarks:

“Though consciousness is the essential condition for all sciences, science cannot deal with it....Consciousness itself lies outside the parameters of space and time that would make it accessible to Science. That realization carries an enormous consequence. Consciousness cannot be located. But more. It has no location....” (Wald, 1987)

This statement from a leading scientific figure has some very important implications. A serious departure from Science’s own established norms can be noted. It brings one closer to Vedānta where Consciousness has been considered to be the characteristic of the Absolute Reality (*Brahman*). Wald’s intuitive leap towards Vedānta ranks him among eminent scientists of the 20th century like Heisenberg, Schrodinger and Einstein, referring to whom he adds:

“A few years ago it occurred to me – albeit with some shock to my scientific sensibilities – that my two problems, that of a life breeding universe, and that of consciousness that can neither be identified nor located, might be brought together. But very quickly I realized I was in excellent company. Not alone are rudiments of this kind of thought deeply embedded in millennia-old Eastern Philosophies; it is stated explicitly or strongly implied in the writings of quite recent and some present physicists” (Wald, 1987)



Dr. Ashok Kumar Mukhopadhyaya, M.D., Dept. of Pathology, AIIMS, New Delhi, proposes on his side, a holistic way of looking at the Human Brain-mind-consciousness relationship.

“The human being, evolved after millions of years, through millions of phases from primordial life, the protoplasm, may be visualized as an evolving consciousness which has passed through “Brain-stem-consciousness”, “Limbic-system-consciousness” to achieve a “Cortical-consciousness”. (A.K.Mukhopadhyaya, 1987)

The ‘Brain-stem-consciousness’ is the primary level of consciousness in man and corresponds to that part of the brain that belonged to the pre-historic men. Mostly instinctive and mechanical actions are under its control.

The ‘Limbic-system-consciousness’ corresponds to those parts of the brain involved in driving man towards satisfaction of pleasure and avoidance of pain. Basic motivations like thirst, hunger, satiety, and sex characterize this type of consciousness controlled by osmoregular centers, the Hypothalamus, pre-optic hypothalamus and other complex interconnections not yet discovered by Science.

The ‘Cortical-Consciousness’ is the highest level of consciousness achieved by man. It gets its name from where it manifests the most: the Cerebral Cortex. With 200 million fibres in the Corpus Collosum, infinite networks of 10,000 billions of nerve cells (neurons) in four millions cortical nodules, and spread over an area of 2,500 sq.cm, the cerebral cortex indeed is the location where consciousness is ‘felt’. In this type of consciousness, man develops a deeper sense of self-awareness. Creativity, Aesthetics, ethics are centered there.

Research is now pointing towards the possibility of a higher state of consciousness, which DrMukhopadhyaya calls ‘Supra-cortical consciousness’ or ‘the Fourth Dimension’. In that state, man can feel



the 'Cosmic Consciousness' through his own 'Individual Consciousness'.

Vedānta texts equally refer to three states of consciousness (*avasthās*) and a 'Fourth Dimension' called *Turiya* (The Fourth) which include the scientific findings mentioned above and go even further.

The first state is called *jāgrtor* the waking state. It is the 'normal condition' of the natural man. By 'normal' is implied the idea that in that state, man acknowledges the Universe as he perceives it.⁷ The first quarter is called *Vaiṣvānara*, whose sphere (of activity) is said to be the waking state. It cognizes external objects through seven limbs and who enjoys (experiences) gross (material) objects through nineteen mouths.⁸ These are different organs of cognition and action involved in conscious experiences.

The second state is called *svapna* or dream. In this state, there is consciousness of mental states generated by impressions of objects left in the waking state. However, the objects are not real and gross as in the ordinary sense but because of their mental nature are said to be subtle. It is called *Taijasa*, and equally possesses seven limbs and nineteen mouths, and who enjoys (experiences) the subtle objects.⁹

The third is a state of dreamless deep sleep called *suṣuptior prājñā*. Vedāntins have studied this state particularly and have made remarkable metaphysical breakthroughs. This state is characterised by complete absence of awareness, bodily (as in waking) or mental (as in dreams) yet upon awakening, the individual remembers having slept well but knowing nothing. This implies consciousness and the pleasure of being unaware. Two important metaphysical concepts emerge here: one of the nature of man being deeper and peaceful, the other of the veil of ignorance preventing him from apprehending it. Vedāntins call the first *Ātman* and the second *Avidyā*.¹⁰



The last state of consciousness is not really a state as such but due to inability of expression, it is referred to as *turīya*, meaning 'The Fourth'. This term denotes only the cardinal number of the state and not its nature as such because it is beyond speech and intellect. This state is not different from *suṣupti*, only with one major difference: *Avidyā* is no more there. The Ātman is realised as being one's true self. The Upaniṣads¹¹ say:

“(*Turīya* is not) that which cognizes the internal (objects), not what cognizes both of them, not a mass of cognition, not cognitive, not non-cognitive. (It is) unseen, incapable of being spoken of, ungraspable, without any distinctive marks, unthinkable, unnameable, the essence of the knowledge of the one self, that into which the world is resolved, the peaceful, the benign, the non-dual, such, they think, is the fourth quarter. He is the self; He is to be known.”

Like the bed of a river which never flows with the current, the Self is likewise a 'Silent Witness' or *Sākṣin*.¹² Just like at times a river becomes a cascade, at other, a silent pool and still sometimes a flowing current; cascade, pool and current being only different states of the same river, in the same way *Vaiṣvānara*, *Taijasa*, and *Prājñā* are different conditions of the same self but viewed through a particular state of consciousness.

Vedānta and Science agree on Consciousness

Vedānta and Science thus agree that Consciousness is beyond matter, beyond the brain and the mind is only a mirror that reflects it. With new advances, Science is coming closer to a holistic or Vedāntic view of man and the universe. Modern Science, through Psychology and Quantum Physics is coming face to face with the Absolute Truth that consciousness is not many, not confined to man alone or to living things



to a certain extent, but that the whole Universe itself may be made of it.

The first instance comes from the discovery of holographic properties of the brain. Karl Pribram, a brain researcher and a neuro-surgeon, discovered in his experiments that when parts of the brain of animals were destroyed, the remaining part responded, though mildly, to external stimuli. This led him to the conclusion that each cell of that brain is in fact a miniature brain in itself. The Brain operates like a hologram. A hologram is a unique method of photography whereby if the image is broken into pieces, each small part will have a full image, though miniature. (Ken Wilber, 1982)

The holographic model of Pribram raises some philosophical questions. What gives the brain its holographic properties? What really guides and perceives through it? Who operates the brain? John Eccles¹³ answers partially: it is by a 'Complex Code' that the 'non-physical mind' actually operates the billions of Neurons in the brain. He discovered what he calls 'Readiness Potential' by experimenting with monkeys. By implanting electrodes in the SMA (Sensory Motor Area) of the animals' brain, he was able to detect electrical signals one tenth of a second before any action was done by them. He concluded:

We have here an irrefutable demonstration that a mental act of intention initiates the burst of discharge of a nerve cell. (Talbot, 1988)

However, a pertinent question at this point is how and when does that 'non-physical mind' start functioning in the body through the brain. According to Eccles¹⁴, it enters the physical brain during embryological development. This is reminiscent of the process of embodiment of the Ātman as described by Vedāntins and Yogins alike.

The discovery of Eccles gave way to a new way of thinking called 'functionalism' whereby the mind is considered like a 'software'



interfacing with the physical brain or the 'hardware'. Both cannot operate without a conscious user. Though invisible yet indispensable, consciousness is that silent operator. The Upaniṣads picture this through the different parts of a chariot.¹⁵ The senses are the horses, the hardware, the mind is the reign, the hardware controller, and the intellect is the software which directs both. All become functional only in the presence of a passenger, the Self.¹⁶

Upaniṣadic texts abound with instances stating that man has two bodies, one that is gross and other that is subtle or *Sukṣmaśarīra*. Moreover, at the time of death, while the body is destroyed, the mind is not. It carries impressions (*samskāras*) of the present birth according to which next birth is determined. Such conception of the mind was first formulated by the Sāṅkhya system, perfected by Patañjali, and termed *mahat*, the Great (Swami Virupakshananda, 1995). It is the finest material on which consciousness is reflected.

Consciousness pervades the cosmos.

Upaniṣadic *mahā-vākyas* like *tat-tvam-asi* point to the non-duality of individual soul and Universal Self. The same consciousness that inhabits the mind pervades also the whole cosmos. This Oneness is now being supported by modern psychology, pioneered by Karl Jung, the student of Sigmund Freud. Unlike his teacher who conceived the mind as *tabula rasa* and traced all behaviour to repressed sex or *libido*, Jung was of a more 'holistic' nature and sounded even Vedāntic in his approach. His 'psycho-analysis' in contrast with the Freudian 'psychotherapy' asserts that "the personal unconscious of the individual is connected with the 'collective unconscious', which is universal." (Swami Jitatmananda, 1993) This clearly indicates that there are not innumerable consciousnesses as there are many creatures, but only one homogeneous consciousness.



Conclusion

If the fact that Consciousness is something metaphysical or extra-corporal can be accepted under the light of the recent scientific discoveries, how can one deny that this consciousness can also be one? This means that living and non-living beings, from the minutest virus to the largest star are products of consciousness, and that baffles the ordinary mind. To the question: 'what is that, revered Sir, by knowing which everything of this experiential universe, both internal and external, becomes known?', the answer is that by realizing Brahman as one's Self (Atman) one knows everything. This ultimate experience of Vedānta is illustrated in the form of the four Great Dicta or *Mahāvākyas* of the Upaniṣads:

- *Prajñānam Brahma* – 'Brahman is Pure Consciousness'
- *Ayam Atma Brahma* – this Brahman is within all, intuited as one's Self (Atman), and as such, 'This Atman *is* Brahman'¹⁷
- *Tat tvam asi* – 'That (Brahman) Thou Art'.¹⁸
- *Aham Brahma asmi* – and when this Truth is realized through spiritual disciplines, the seeker declares: 'I am Brahman'.¹⁹

The Unity of Consciousness in Vedānta and Science can also be approached from an objective point of view through their description of the nature of the universe. The Vedāntic concept of *Māyā* and the findings in the field of Quantum Physics are strongly indicating this. But this being a topic requiring extensive details and discussions, maybe dealt with in a future article.



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¹Īśa Up. 6-8

²*Meditationes de Prima Philosophia* (1641; Meditations on First Philosophy),

³ This condition was described as unconsciousness

⁴ Encyclopedia Britannica

⁵ *Ibid.*

⁶ *Ibid.*

⁷ *Māṇḍūkya Upaniṣad.*, 2. *All this is, verily, Brahman. This self is Brahman. This same self has four quarters.*

⁸ *Ibid.*, 3

⁹ *Ibid.*, 4

¹⁰ *Ibid.*, 5

¹¹ *Ibid.*, 7

¹² *Kaṭha Upaniṣad.*, II.1.1

¹³ 1963 Nobel Prize Winner and British Neurologist

¹⁴ *Ibid.*

¹⁵ *Kaṭha Upaniṣad.*, I.3.3-9.

¹⁶ *Ibid.*, *The Parable of The Chariot*

¹⁷ *Māṇḍūkya Upaniṣad.*, 2

¹⁸ *Chāndogya Upaniṣad.*, VI.8.7

¹⁹ *Bṛhadāraṇyaka Upaniṣad.*, I.4.10

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MEDIA AND THE RIGHTS OF SENIOR CITIZENS: A STUDY ON THE MEDIA COVERAGE GIVEN TO THE RIGHTS OF SENIOR CITIZENS

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Abstract

News Media plays a very prominent role in shaping the mindsets of the people. Individuals in the society use media messages to relate to their social world, their behavior is shaped based on the content they get from media. News tells people what is good for the society and what is bad for the society. The process of socialization of an individual goes on till the end of one's life. Media plays an important role in this socialization process. Media has a social role to perform which is of socialization; this role tells people about the behavior patterns which are permitted in the society. The news media has to sensitize everyone about the people who are vulnerable in the society. The senior citizens are one such group who are vulnerable to mental and physical abuse. They are the people who face hardship at the hands of the others, both at home and outside. The media has a responsibility to highlight the rights of the vulnerable groups and to sensitize others about it. This study aims to know whether the media is performing this role. I have used the survey method to take the views of the people on the coverage being given to the senior citizens.

Keywords :Media, senior citizens, socialization

Introduction

The media performs various roles and functions in the society, one among these, are the function of socialization. The process of learning to behave in a way that is acceptable to society is called socialization. This process formally happens in educational institutions and then it is the media which teaches the people to behave well in the society. Once a person comes out from formal education, it is the media which informs and educates him/her for the rest of his/her life.



Socialization has four basic agents: family, school, peers and the mass media. Each one of these agents plays a role in our lives. However, in my opinion, the most important agent of socialization for the development of an individual is the mass media.

The mass media are the different processes that facilitate communication between the sender of a message and the receiver of that message. It plays an important role in the socialization. In fact, there are many types of media; these include newspapers, magazines, radio, films, CDs, Internet, and television. These kinds of media, especially television, affect children's and adult's behavior.

Media highlights the differences and the stratification within a society; it contributes in maintaining the unity within the society. It also highlights the needs and aspirations of the people. It performs the role of advocacy, were it takes up the cause of a group in a society. It sensitizes people about the vulnerable groups in society, like children, differently abled and senior citizens.

The coverage of media on the problems and issues of such groups sensitizes people in handling such groups. For example, news coverage on the challenges which differently abled persons face sensitizes people on the various measures to be taken to help them. Similarly, it can be any vulnerable group in the society. This social role of media, not only highlights the problems faced by the vulnerable groups, it also makes people act on those problems and it also sensitizes people, on the issues faced by these groups.

Media coverage of these vulnerable groups are important, but the commercial media most often gives less coverage to theses as they believe that news on such groups are not saleable. The commodification of media content, has hampered the social role of media, the news which most people would like to consume are given enough space/time, whereas, news which cannot be sold to larger audiences/readers are given less space/time and in most cases it is ignored.

There are news stories which highlight the plight of the vulnerable groups but this is not enough, issues of women, child and the differently abled are highlighted by the news media. But, there is one section of the society which is facing mental and physical abuse regularly, they are the senior citizens.



A report jointly brought out by United Nations Population Fund (UNFPA) and Help Age International says the following: India's population is likely to increase by 60 per cent between 2000 and 2050 but the number of elders, who have attained 60 years of age, will shoot up by 360 percent. India has around 100 million elderly at present and the number is expected to increase to 323 million, constituting 20 per cent of the total population, by 2050.

Hence, it is an important area of reportage, as the people have to be sensitized on the issues of senior citizens. The Indian family systems are turning from large to nuclear, where people are thinking about their social life in economic terms. Individualism as a concept which is widely recognized in the west has also entered into our society. The family size is becoming nuclear; people are mostly busy with their life, decline of moral values, materialistic mindset and the most importantly the rising cost of living has changed the Indian society.

The family systems we had were large families, where we used to take care of each other; whether you are young, old, jobless or even mentally or physically unwell. The changes which modernization, urbanization and westernization brought to our society changed the pattern of living and our lifestyle. This has affected the senior citizens the most, the children who were raised by their parents are not willing to give the same care and concern to parents when they are old. Apart from the things they face at home, the senior citizens are not treated well in public spaces; they face verbal abuse and neglect both at home as well as outside. The employers don't prefer to hire them, as they are old and they would slow down things in an organization. This mindset does not allow them to participate in the society.

The dignity which they deserve is not given by the society, for which they have contributed, for their entire life. When it comes to their health, they need attention at both family level and at the society level. This involves making people more sensitive about their situation and the problems which senior citizens are facing in the society.

The media has to play an important role in sensitizing people about the problems and issues which senior citizens are facing. This study aims to know whether the media is performing this role, through the eyes of the citizens. The main objective is to know the media coverage being



given to the rights of the senior citizens, for which I have done a survey on the media audiences.

Literature Review

Rights of the senior citizens

Aging is a natural process, which leads to weakening of the body and the mind. The productivity and the working ability also decrease of a person. It is the duty of the state as well as the family of a person to take care of him in his old age. However, due to rampant illiteracy and lack of awareness, many senior citizens are not aware of their rights. This article seeks to discuss the rights and facilities available to the elderly. It also discusses the policies and initiatives taken by various ministries.

Provisions in the Constitution

Constitution of India envisages protecting the rights of the citizens of India, which include senior citizens as well. Under Part IV (Directive Principles of State Policy), provisions are **Article 41** which directs the state to make effective provisions for securing Right to work and public assistance in certain cases which includes old age and **Article 46** which directs the state to protect the economic interests of the weaker sections. The DPSP are fundamental in the governance of the country, but they are not enforceable in the Court of Law.

Legislations

The legal right to claim maintenance is given under personal laws, Code of Criminal Procedure and Maintenance and Welfare of Parents and Senior Citizens Act, 2007. There are certain provisions relating to concessions under Income Tax Act from which senior citizens are benefitted.

Personal Laws

Hindu Adoption and Maintenance Act, 1956

Under **Section 20 of Hindu Adoption and Maintenance Act, 1956** parents are entitled to claim maintenance from their son as well as their daughter if they are unable to maintain themselves. This right extends to both natural and adoptive parents. However step parents having their own children cannot claim maintenance from their step-children.



Muslim Personal Law

Under the Muslim personal law, both son and daughter are bound to maintain their parents who are poor if they have means to do so. Since the concept of adoption does not exist in the muslim community, the personal law is silent on the right to maintenance of adoptive parents.

Christian and Parsi Law

No provisions for maintenance are mentioned under Christian and Parsi personal laws regarding parents. The Christian and Parsi parents who wish to seek maintenance from their children need to claim it under Code of Criminal Procedure.

Code of Criminal Procedure

Parents irrespective of the community they belong to can claim maintenance from their children (son and daughter including married daughter) under section 125 of CrPC. The children must have sufficient means to maintain their parents and the parents must lack means to maintain themselves.

Maintenance and Welfare of Parents and Senior Citizens Act, 2007

The Act aims at providing maintenance to senior citizens in order to prevent their destitution. It also seeks to protect the life and property of the senior citizens. It envisages setting up Old Age Homes in every district. The definition of maintenance covers basic necessities of life. This Act applies to all the citizens of India, who have crossed the age of 60 years. Some of the important provisions of the Act are discussed herein.

- A childless senior citizen can claim maintenance from any relative who possess his property or who would inherit it.
- The state government is directed to constitute a tribunal which would hear the cases regarding maintenance.
- The maximum maintenance allowance is to be specified by the state government which should not exceed 10,000 per month.



- There is the provision of imprisonment if a person defaults in the payment of maintenance as per the order of the tribunal.
- The appeal against the order of the tribunal can be made to the appellate tribunal within a period of 60 days.
- The tribunal may conduct a summary
- The parties cannot engage a legal practitioner for the proceedings to cut the cost of the proceedings.
- The Act provides for establishment of at least one old-age home in each district with a capacity to shelter 150 senior citizens.
- A senior citizen can also cancel the transfer of his property by will or gift by applying to the tribunal.
- The Act prescribes punishment for the abandonment of parents or senior citizens by a person who is liable to take care of them.

Benefits under Tax Laws

Senior citizens are entitled to certain tax benefits also. Some of the beneficial provisions of discussed herein.

- The income tax slabs are different for senior citizens and super senior citizens. Income up to 3 lakhs for senior citizens and 5 lakhs for super-senior citizens is tax-free while 10% of income tax is levied on the income of 3-5 lakhs in case of senior citizens. (senior citizens: above 60 years of age, super seniors citizens: above 80 years of age)
- The deduction allowed for payment of medical insurance premium is 20,000 for senior citizens under Section 80D of Income Tax Act, 1961.
- In case the senior citizen does not have business income, they are exempted from paying Advance tax. They are only required to pay self-assessment tax.
- Deduction under section 80D as to deduction for the treatment of specified ailment is 60,000 for senior citizens.



- The amount received by a senior citizen under reserve mortgage scheme is exempted from income tax.

Other Schemes for senior citizens

- Under the National Old-age Pension Scheme Central Government is to pay a pension of INR 200 to senior citizens belonging to the BPL household. Another INR100 is provided by the State Government.
- The railway ministry provides a concession of 30% and 50% in railway fare to male and female senior citizen respectively above the age of 60 years.
- The Civil Aviation Ministry provides a concession up to 50% for male senior citizen above 65 years of age and female senior citizen above 63 years of age through the National Carrier and Air India.
- A public portal has been set up by the department of pensions and pensioner grievances which aims at providing all the information regarding the status, procedure, documents required, as to the application for pension. Complaints can also be lodged through the portal. The portal: <http://pensionersportal.gov.in/>

Apart from all these schemes and facilities, there are certain measures taken by the government under National Policy on Older Persons, 1999 whereby a separate bureau in the ministry of Social Justice & Empowerment for the senior citizens was set up.

It also aimed at setting up of councils of older persons in the states, National Council for older persons and an autonomous National Association of Older Persons. These bodies are established to look into the problems of the elderly and work towards their solution.

UN Principles of Ageing

The document 'UN Principles of Ageing' (1982) is considered the basic guideline for promotion of the rights of senior citizens. The five principles are:

- 1) **Independence:** The senior citizens should have access to adequate food, water, shelter, clothing and health care through the provision of income, family and community support and



self-help. Older persons should have the opportunity to work or to have access to other income-generating opportunities.

2) Participation: Older Persons should remain integrated in society and participate actively in the formulation of policies which affect their well-being.

3) Care: Older Persons should have access to health care to help them maintain the optimum level of physical, mental and emotional well-being.

4) Self-Fulfilment: Older Persons should be able to pursue opportunities for the full development of their potential and have access to educational, cultural, spiritual and recreational resources of society.

5) Dignity: Older Persons should be able to live in dignity and security and should be free from exploitation and mental and physical abuse.

These are the rights of the senior citizens which the mass media should propagate among the citizens of our society. The media audiences spend a lot of time in consuming mediated content. They think about their social world based on the content being offered by the media. News media informs media about what is important to them. The same news media ignores the news which may be important but less saleable.

The media needs to play a proactive role especially after the impact of urbanization, westernization and industrialization. The media has to inform, educate and sensitize people on the rights of the senior citizens. The rights of the senior both social and economical should be known to everyone in the society, so that they live a life of integrity, dignity and honor. The present has measured the awareness which the audience had when it comes to the rights of senior citizens, what is the coverage being given to the issues of senior citizens, the attitude of the people when it comes to the senior citizens.

The participants of the study are mostly students and working professionals who are within the age group of 30 years, the logic behind selecting this age group is that their parents will enter the senior citizens grouping (60+ years) in the coming future.

Hence, it is important for us to know their perceptions when it comes to the rights of the senior citizens and it is equally important to know



the contribution which media is providing in their socialization process, especially learning regarding the rights and problems of the senior citizens.

Operational definitions

News media/media: All channels of communications which provide news

Socialization: The process of learning to behave in a way that is acceptable to society

Active media users: Users who view or consume data given by any form of media

Senior citizens: People who have crossed 60 years

Hypothesis

Is news media providing less coverage to the rights of senior citizens?

Research questions

- Which type of media is preferred to view news by the people? (Print/EM/Online)
- Do media users like to watch news on social issues?
- Are media users aware of the legal rights of the senior citizens?
- What is the attitude of these people when senior citizens face distress?
- Did they experience media content on the issues faced by the senior citizens?
- Do the media users know what the government is doing for the senior citizens?
- How far has the media sensitized people on the issues faced by senior citizens?
- Is media doing enough, when it comes to the coverage being given to the plight of the senior citizens?

Methodology

The researcher wants to know the coverage being given to the issues of the senior citizens by the media. The research aims to know the general



attitudes of the people when it comes to the rights of the senior citizens and their struggles in the society. The research examines the coverage of the media and the awareness of the people on the rights of the senior citizens with the use of the survey method.

The purpose of the research is to understand the present mindset of the people when it comes to the issues and the rights of the senior citizens. It also tries to examine whether media coverage has been sufficient to sensitize people on rights of the senior citizens. The survey examines the media coverage; the awareness and attitudes of the people on the rights of the senior citizens.

Research Design

A survey was conducted with respondents from Hyderabad. The population of the survey was a thousand people within an age group of 30 years. The sample consisted of 110 respondents. The survey was open to all. The sample consisted students studying at the graduate and post graduate level from various institutions.

The majority of the respondents are students, studying media courses in Loyola Academy (Hyderabad), St. Francis college (Hyderabad), Osmania University, Banaras Hindu University, Symbiosis (Bangalore), Bhavan's Vivekananda College(Hyderabad), St Joseph's and St. Pious in Hyderabad. Students from other courses also were included in the survey.

The survey was an open survey, in which working professionals below the age group of 30 were included. The logic behind having an age group below 30 is that, this age group will see their parents getting old and hence it is important to know their mindset towards the senior citizens. Students studying media are the most active media users; hence the researcher felt that it would be better to include their views, as they would be more connected to the media content.

The data is purely binary, aimed at getting the views of the respondents. The analysis of the data will be correlated with the help of simple percentages and averages. The data was quantified by the use of MS excel.



Data analysis

The average age of the respondents was 22 years and they were asked to answer, questions on the rights of the senior citizens and on the media coverage being given to the senior citizens. The first question which was put forward was that whether they were active media users. Among the 110 respondents, 101 are active media users (People who use any form of media to consume data). Roughly 92% of them are active media users.

Are you an active media user? (Active media users are those who view or consume data given by any form of media (Newspapers, TV, Online))

Options	Response Percent	Response Count
Yes	91.8%	101
No	6.4%	7
Other (please specify)	1.8%	2
Answered Question		110
Skipped Question		0

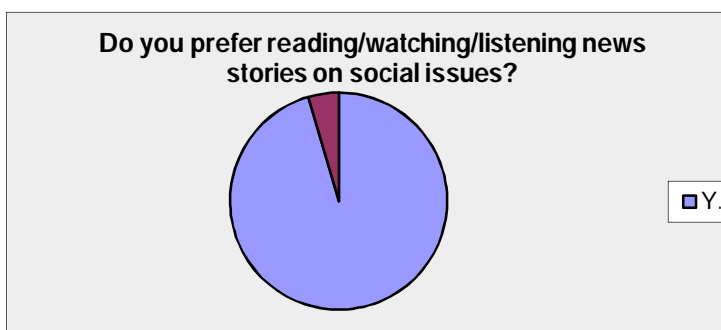
The media is used to consume information, education and entertainment content, 76 % use media for all these needs. The survey also measure which form of media they mostly use; the most popular media, the online media is preferred by the respondents who are below 30 years. This could be because most of them are students with an average age of 22 years.

Which form of media you use the most?

Answer Options	Response Percent	Response Count
Newspapers	8.3%	9

Television	13.8%	15
Radio	0.0%	0
Online	78.0%	85
Answered Question		109
Skipped Question		1

The media think that the young people don't like to consume news on social issues but this should change their outlook. The respondents who are below 30 (average age of 22 years), prefer news regarding social issues.



95% of the respondents prefer news on social issues

The research found out that, when it comes to the news stories showing the discrimination against the senior citizens. The media is giving a fair coverage to this issue, as 56 % of the respondents said that they were exposed to this type of content. But this difference is not big, as 44 % of them said that they have not been exposed to the media coverage showing the discrimination against the senior citizens.

Did you come across any news stories showing discrimination against senior citizens?		
Answer Options	Response Percent	Response Count
Yes	56.4%	62
No	43.6%	48
Answered Question		110



Skipped Question

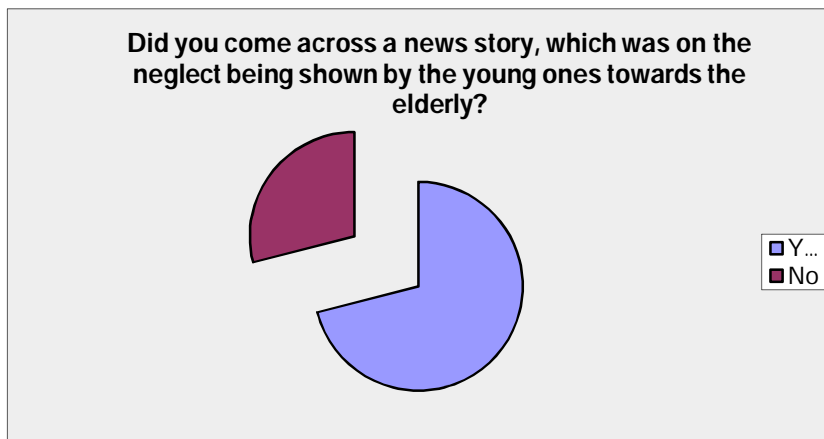
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The response was quite similar when they answered whether they have come across a story, which highlighted the needs of the senior citizens, with 43% answering No. Then, the response to news stories on elder abuse was same, with 57% responding that they have experienced content on elder abuse, where as 43% have not experienced content on elder abuse. This clearly shows a trend that media has not given enough coverage on these issues.

Did you come across a news story which was on elder abuse?

Options	Response Percent	Response Count
Yes	57.3%	63
No	42.7%	47
Answered Question		110
Skipped Question		0

When it comes to the neglect shown by the young ones to the senior citizens, the coverage has been good by the media with 71% of the respondents answering Yes. These kinds of stories are commonly found on the news media, where elders are abandoned by the young ones. A common sight, in the print media and few national news channels.



In India, public service ads are mostly used to give social messages to the people, ads play a very important role in sensitizing people on anything. Around 60% of the respondents experienced ads on the issue of the senior citizens, although the number is not big as 40 % have not come across ads on the senior citizens.

Did you come across an advertisement which highlighted the issues of senior citizens?

Answer Options	Response Percent	Response Count
Yes	60.2%	65
No	39.8%	43
Answered Question		108
Skipped Question		2

When it comes to the awareness regarding the legal safeguards for the senior citizens, the response was really bad, as most of the respondents don't know the various legal protections which the senior citizens are given. 48% of them do not know that senior citizens have to be paid maintenance, 50% do not know that senior citizens can approach the court if maintenance is not paid, 70% do not know that they can be jailed if maintenance is not paid for a long time. This clearly indicates that the media has not given much importance on the legal safeguards for the senior citizens.

Do you know that senior citizens have to be paid maintenance amount?

Options	Response Percent	Response Count
Yes	52.7%	58
No	47.3%	52

Answered Question 110

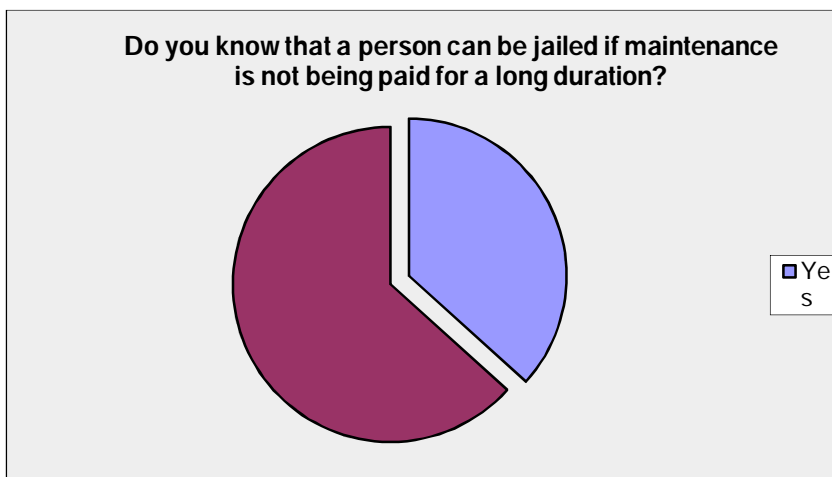
Skipped Question 0

Do you know that the senior citizen can approach the court if maintenance is not being paid?

Options	Response Percent	Response Count
Yes	50.9%	56
No	49.1%	54

Answered Question 110

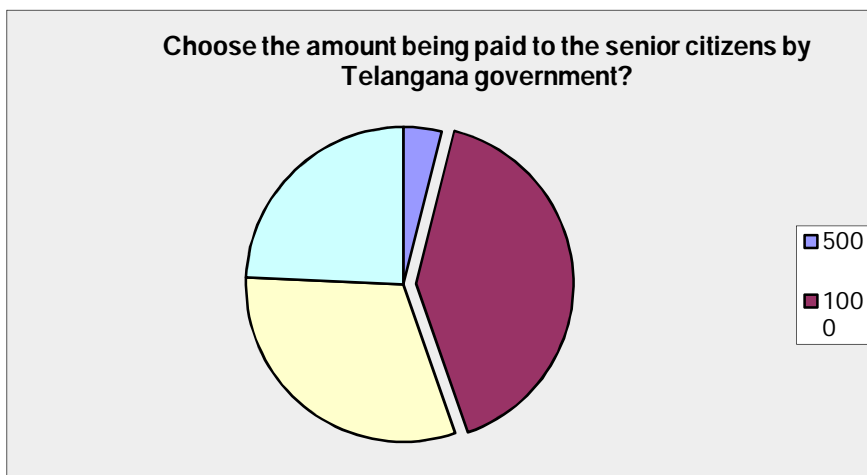
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70% of the respondents are not aware that people can be jailed if maintenance is not paid for a long duration to the senior citizens.

Majority of the respondents are from Hyderabad, so I wanted to know, what their awareness levels are, when it comes to the government schemes for the senior citizens. The Telangana government has 'Asara pension scheme' for the senior citizens. It is one of the major social schemes of the T-government.

50 % of the respondent said that they have no idea about the scheme. Majority of the respondents don't even know the money being offered as pension. 60 % gave a wrong answer, 1000 rupees is being offered as a money pension to the senior citizens from poor families. This clearly shows that media has not given much focus on the public policies for the senior citizens.



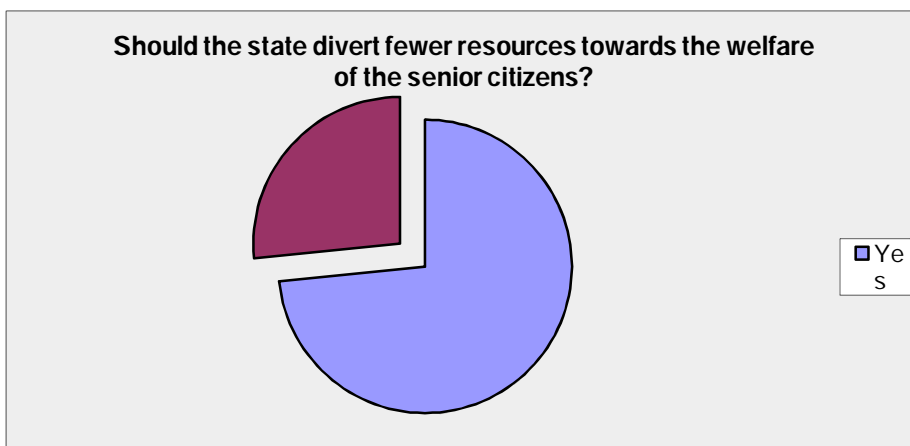
60 % of them gave wrong answer, 1000 is the correct option.

The young people felt that it is the family members which have more responsibility than the state, but 47% think that it is the state which has more responsibilities than the family. Clearly indicating that they feel that the state has much to do, but when we think logically it is the family members who have to take care of the old in their family. This

shows the outlook of the younger generation towards the senior citizens.

Do you think the state has much more responsibility towards the senior citizens than the family members?		
Options	Response Percent	Response Count
Yes	46.4%	51
No	53.6%	59
Answered Question		110
Skipped Question		0

When posed with a question that the state should diverted less resources towards the senior citizens, majority of them said that yes the state has to divert less resources towards the senior citizens. To ensure participation of senior citizens the state has to spend more money towards them. But, the thought of the majority of the young people is opposite to this. It is an area which media has to sensitize the people and the state. 53% responded that we need to have more old age homes as the cost of living is increasing.



74% percent of the respondents want the state to divert fewer resources towards the senior citizens.



Although the response was good, when the respondents were given moral questions to answer, 90% of them felt that the senior citizens should not tolerate verbal abuse against them. 96% responded that they would help a senior citizen when someone is treating them in an inappropriate manner. Ironically the same respondents said that they want lesser resources to be diverted to the senior citizens and most of them felt that state has more responsibility towards the senior citizens.

Should the senior citizens tolerate verbal abuse against them?

Options	Response Percent	Response Count
Yes	10.0%	11
No	90.0%	99
Answered Question		110
Skipped Question		0

What would you do when someone is treating a senior citizen in an inappropriate manner?

Options	Response Percent	Response Count
Help him/her	96.4%	106
Ignore	3.6%	4
Answered Question		110
Skipped Question		0

Participation of the senior citizens is important to ensure that they live a dignified life even after retirement. Hence, they should be allowed to work after 60 years. But half of the respondents felt that they should not work post-retirement. This is another area which has to be covered by the media. We should provide them work and we should change the mindset which is against it.

Should old people be allowed to work post retirement after attaining 60 years?



Options	Response Percent	Response Count
Yes	50.5%	55
No	49.5%	54
Answered Question		109
Skipped Question		1

Majority of the respondents (78%) prefer to use online media, when asked about whether they were exposed to content on the online media, 49% said that they did not experience content on senior citizens on the online media. Hence, more needs to be done to connect with the youth on the online media, especially on the issues of senior citizens.

When it comes to online media/social media, were you exposed to content on the rights of the senior citizens?

Options	Response Percent	Response Count
Yes	51.4%	56
No	48.6%	53
Answered Question		109
Skipped Question		1

The women and child are treated with special sensitivity in the media, 91% of the respondents felt that even senior citizens should be treated on those lines, when asked about whether media is giving adequate coverage to the rights of the citizens, 88% of them said that media is not giving enough coverage.

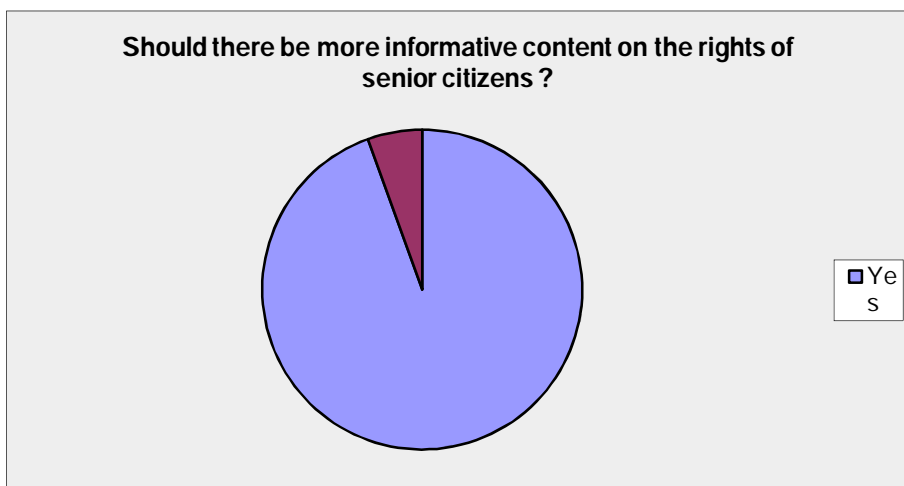
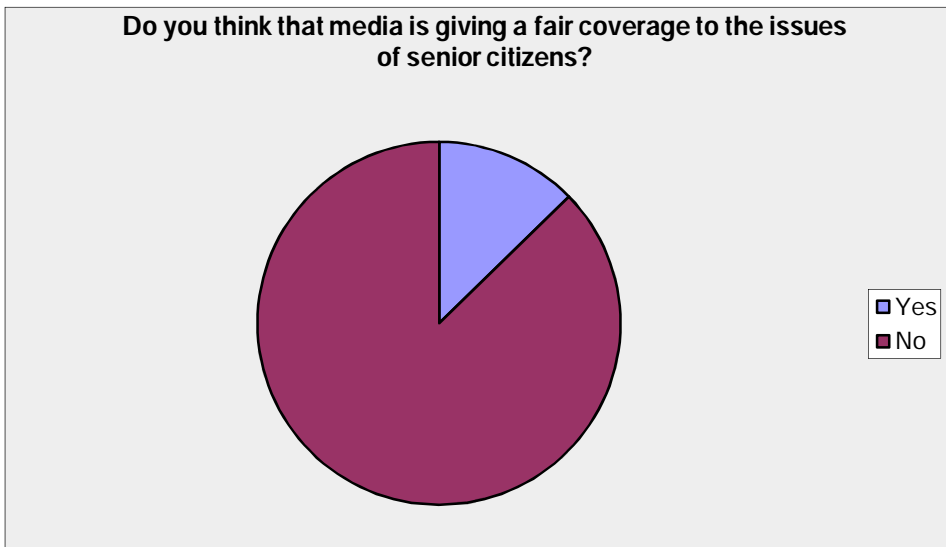
Should the media be more sensitive towards the senior citizens; along the lines of women/children?

Options	Response Percent	Response Count
Yes	90.7%	97
No	9.3%	10

Answered Question	107
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Skipped Question	3
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96 out 110 respondents, said that media is not giving fair coverage to the rights of the senior citizens.



95% want the media to give more informative content on the rights of the senior citizens



The last question sums up everything that media is not doing its job, when it comes to the rights of the senior citizens and the younger generation want more content on the rights of the citizens. Media needs to sensitize this young population on the rights of the senior citizens; we do not want a society where we abandon the older ones, simply because they are old. The media needs to create awareness on the issues of senior citizens. This, it can only do, if it concentrates more on the social role not on the commercial one.

Results

The hypothesis "Is news media providing less coverage to the rights of senior citizens?" is true based on the following findings:

- Majority of the people in survey felt that there needs to more coverage given to the issues of senior citizens by the media.
- Majority of them said that media is not giving fair coverage to the rights of the senior citizens.
- The attitudes of the people were equally negative when it comes to the rights of senior citizens.
- Awareness of the people when it comes to the legal rights of the senior citizens was extremely low.
- Most respondents have poor knowledge on the public policies directed towards the senior citizens.

Conclusion

The present study shows that media is not giving enough coverage to the rights of the senior citizens, although the researcher could have gone for a content analysis but he chose the survey method because it is the audience who consume media content. The study chose a younger age group because twenty years from now, their parents will get old. And they have to know, how to treat their old ones.

Most of the respondents are not aware about the rights of the senior citizens especially when it comes to public policies and legal rights. The attitude towards the senior citizens participating in the society post 60 years is also negative. Majority of them felt that state should spend less on them; apart from this most of them felt that state has more



responsibility than the family. This indicates that media has to do a lot, when it comes to sensitizing people on the rights of the senior citizens.

The study points out that the senior citizens should be given the same treatment by the media on the lines of woman and child. The study has found that majority of the people are shifting to the online media. The study also points out that they audience has not experience much of media content on the issues of the senior citizens.

The researcher found out that there is less news content on rights of the citizens. Although, majority of the respondents have experienced advertisements on the senior citizens but they experienced less news content on senior citizens.

Discussion

The study did not cover the views of the senior citizens; it would have been great to know their perspective on the coverage being by the media to the rights of the senior citizens. The opinions of the media bosses and editorial heads also matter on this issue as it would bring out their attitudes.

This study had a sample which included mostly students with an average age of 22 years. The results could have been different if more working adults were part of it. The media has to give more coverage to the issues of senior citizens; we are going to have a population of 323 million by 2050 and it is the job of the media to sensitize people on their rights.

The rising cost of living, increase in population, high cost of health care, nuclear families, privatization, crowding of urban spaces, migration and price rise, effects this group the most. Hence, much of research has to focus the rights of the senior citizens. The media should highlight the plight of the senior citizens. We all get old; we will face the same situation if we ignore this issue.

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THE RELATIONSHIP OF HEIGHT, WEIGHT AND SPEED WITH TRIPLE JUMP PERFORMANCE

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Abstract:

The purpose of this study was to identify the relationships of height, weight and speed with triple jump performance. 8 male (age 17.38 ± 1.41 , height 1.73 ± 5.87 m, weight 59.0 ± 5.8 kg) and 5 female (age 17.20 ± 2.19 , height 1.65 ± 4.62 m, mass 53.08 ± 4.37 kg) Ethiopian Triple Jumpers in the national training centres were selected as the subject of the study. The training centres were selected by using simple random sampling method and all male and female athletes available in these training centres included as a subject of the study since the number of the subjects were manageable. The data was collected by measuring the height using stadiometer and weight using digital weighing machine. All these measurements were taken from each subject using standard procedure. The relation between selected anthropometric variables (height & weight) and 30m speed with triple jump performance were assessed using Descriptive statistics, t-test and correlation. Ethiopian triple jumpers did not have good performance that is expected at the range (16-20) years. There were statistically significant difference in height of male triple jumper ($M=172.40$, $SD=5.84$) and female triple jumpers ($M=165.25$, $SD=3.06$); $t(16) = 3.533$, $p = 0.20$. The result also shows that there was strong correlation between height and performance [$r=.822$, $n=18$, $p=.000$], positive moderate correlation with weight and performance [$r = .621$, $n = 18$, $p = .006$], and weak correlation between 30m speed and triple jump performance [$r = -.315$, $n = 18$, and $p=.203$].



Key Words: Anthropometry, Height, Performance, Speed, Triple Jump, Weight

Introduction

The triple jump is one of the more complicated and challenging athletic events in track and field competition as described Song J-H. & Ryu J-K., (2011). The triple jump and long jump have the same objective that is achieving the better horizontal distance as much as possible. The triple jump is a track & field event that requires leg strength, technique and speed. As described by Schiffer J (2011, 15), the triple jump is the only jumping discipline in track and field that does not require a big explosive effort, but is actually a continuous sequence of movements, with each phase dependent on the preceding one (the jumping is depend on the step and the step is depend on the hop phase).

Physical fitness components are necessary for all sport activities. Physical fitness qualities are one of the basic demands which should be developed before the competition period. For example, Čoh M., Štuhec S., & Vertič R. (2011:70-1), have stated that the triple jump is a complex track and field discipline in which the result depends on a combination of speed, strength, technique and visual and kinaesthetic movement control. Factors like speed and strength are inherited and they are very important to attain excellence in all sports under the umbrella of track and field.

A study with purpose to examine the possible gender differences in the approach step characteristics, the spatiotemporal parameters of the separate phases of the triple jump as performed by athletes participating in sub-elite international events has been conducted by Panoutsakopoulos V, Theodorou A.S. and Katsavelis D, (2016). In the study, the relationships between the examined parameters and the actual triple jump performance were examined with Pearson's correlation analysis. Repeated measures ANOVA and chi-square



statistical tests were run to examine the significance of the differences between genders. The result has been shown that approach speed significantly correlated with the actual jumping distance in both males and females ($p < .05$). Significant gender differences ($p < .05$) existed concerning basic kinematical parameters. Men were found to have larger average horizontal speed of the 11 m to 1 m segment of the final approach. Finally they have been concluded that gender differences in triple jump performance lies upon the kinematical parameters of the final two steps of the approach, the length of the step phase and the support time for the jump. The technique elements of the penultimate step are suggested to be the factor for the existence of these differences.

Height

Height is the result of an increase in different segments of the body particularly size of bones. It is the measure of the distance from the bottom of the feet to the top of the head. It is measured using stadiometer. In addition to using height as indicator of nutritional quality and health, it has its own impact in the performance athletes' in different sports. There is a common belief that physical characteristics of athletes' significantly determine their performance in most sports. Taller athletes get advantage over shorter athletes in many sports. A study that was conducted by Shahin M., Esmail MA., Fallah Z. and Janani H.(2012), on the correlation between height and weight with performance on AAHPERD TEST among 9-18 year old boys showed that a significant correlation between participants' height with performance and between participants' weight with performance of participants.

Weight

Body weight combines body fat and lean tissues. There is no clear idea that states the amount of weight recommended for athletes in relation to performance in sport. Athletes need to reduce their weight even with



miss understanding that our body weight can be gain from lean tissues like muscles, ligaments, bones, etc. Coaches have responsibility to pay attention to athletes who need to lose their weight continually. A body mass index between 18.5 and 24.9 is suggested as the healthy range. However, BMI calculation is not good enough to indicate from where athletes gain their weight (doesn't tell the composition properly). Fit athletes have a greater percentage of lean muscle mass and less fat tissue than an inactive person. Due to high density of muscle an athlete might weight more. So, lose of weight needs care. The type of sport you engage in determines how weight gain affects your performance. As recommended by Wierman, T., (1993), the athlete should never consume less than 1200 to 1500 calories per day because lack of caloric intake may result in poor athletic performance. Athletes and coaches should have to be aware weight loss of athletes. Decreasing weight for triple jumper may be important as compared to a football player. It is relative to other sport that jumpers should be lighter. However, losing weight of any athletes who are under the normal healthy range may have negative impact on performance.

Speed:

It is a common element for both horizontal distance jump and triple jump. As it has been described, triple jump is track and field event which is physically and technically demanding event. A study has been conducted by Liu H., Mao D., and Yu B. (2015) with a purpose of determining the effect of horizontal and vertical velocities at the landing of the last step of approach run on the performance and optimal phase ratio of the triple jump indicated that the increase in velocity at the last strides of the approach run significantly increase the actual distance using the optimal phase ratio. They have shown the relationship of the approach horizontal velocity and the downward vertical velocity. That is when the last strides of the approach run speed increased ($p=0.001$), there is a significant corresponding

decrement in downward vertical velocity (0.001). Finally what they have suggested for triple jumpers was that triple jumpers should maintain great horizontal velocity and minimize the downward vertical velocity at the landing of the last step of approach run before the hop takeoff, in order to have significant improvement in their performances.

YU B. (1999) has also indicated the linear relation between the speed of the approach run and the velocity that converted to vertical velocity at the different phases of the triple jump through takeoffs. He found that the increase in vertical velocity is the result of the expense of the horizontal velocity developed in approach run. In other words, the loss in horizontal velocity increase, the magnitudes of gain in vertical velocity is increased.

Method

Participants

All the triple jumpers, 8 male (age 17.38 ± 1.41 , height 1.73 ± 0.07 m, weight 59.0 ± 5.8 kg) and 5 female (age 17.20 ± 2.19 , height 1.65 ± 0.06 m, mass 53.08 ± 4.37 kg) were Ethiopian Triple Jumpers in the national training centres. The training centres were selected using simple random sampling and all the available male and female triple jumpers were included as a subject since their number is easy to manage.

Procedures

The height measure of the athletes' was collected using stadiometer marked on the wall. The athletes were measured for their height by remove their shoes prior to taking the measurement and standing on flat floor with their back to the wall and look directly forward. The measure was also checked using measuring tape starting from the bottom of their feet to the top of their head were measured and



registered in centimetres as the height of the athlete to the nearest 0.5cm.

The weight of athletes' was measured in kilograms (kg) with the help of digital scale. Before conducting the measurement athletes have been told to remove their shoes and to wear light cloths. After this athletes were stayed looking straight ahead and stayed on the scale until the needle or the digital screen settles before recording the measurement. Finally the measures were recorded to the nearest 0.1kg. All statistical procedures were conducted using the SPSS software (Version 20.0 for Windows) with the level of significance set at $\alpha = .05$.

Statistical analysis

Descriptive statistics used to expressed the data as a as mean \pm standard deviation. In other words, Means and standard deviations (SD) were calculated for all variables. Shapiro-Wilk was used to test the data for normality on the height, weight, 30m speed and personal best performance. In all case the data was normally distributed in both groups. The relationships between the examined parameters and the actual triple jump performance for males and females were examined by Pearson's correlation analysis. Independent samples t-test was performed comparing the mean outcome parameters of male and female jumpers.



Result and Discussion

Results

Table 1: Descriptive statistics (mean \pm SD) for male and female Triple jumpers

Descriptive Statistics						
Sex of Athletes'		N	Minimum	Maximum	Mean	Std. Deviation
male	Age of Athletes'	10	16	20	17.50	1.35
	Height of Athletes'	10	163.00	178.00	172.40	5.72
	Weight of Athletes'	10	50.00	65.40	59.10	5.47
	Fitness test 30m speed test	10	4.30	4.90	4.51	.18
	Personal best performance	10	10.00	15.02	12.43	1.60
	Valid N (listwise)	10				
female	Age of Athletes'	8	16	20	17.25	1.67
	Height of Athletes'	8	160.00	167.50	164.69	2.52
	Weight of Athletes'	8	50.00	57.70	53.66	2.29
	Fitness test 30m speed test	8	4.62	4.80	4.70	.06
	Personal best performance	8	10.00	11.49	10.52	.50
	Valid N (listwise)	8				

The statistical description in table 1 above indicates the performance parameters of the subjects of the study. Male triple jumpers were having age 17.50 ± 1.35 years (range 16 - 20), weight 59.10 ± 5.47 kg (range 50.00 – 65.40), height 172.40 ± 5.72 cm (range 163.00 – 178.00) and 30m speed test $4.51 \pm .18$ seconds (range 4.30 – 4.90); female triple jumpers were having age 17.25 ± 1.67 years (range 16 – 20), weight



53.66 \pm 2.29 (range 50 – 57.70), height 164.69 \pm 2.52cm (range 160 – 167.5) and 30m speed test 4.70 \pm .06 seconds (range 4.62 – 4.80).

Table 2: Independent samples test for the height of male and female triple jumpers

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Height of Athletes'	Equal variances assumed	8.03	.012	3.53	16	.003	7.71	2.18	3.09	12.34
	Equal variances not assumed			3.83	12.92	.002	7.71	2.02	3.35	12.07

An independent-samples t-test was conducted to compare the height measure of the male triple jumpers and female triple jumpers. There was a significant difference in height of male triple jumper (M=172.40, SD=5.84) and female triple jumpers (M=165.25, SD=3.06); t (16) =



3.533, $p = 0.20$. These results suggest that male ripple jumpers are taller than female triple jumpers.

Table 3: Correlations of variables with triple jump performance

Correlations					
		Weight of Athletes'	Height of Athletes'	Fitness test 30m speed test	Personal best performance
Weight of Athletes'	Pearson Correlation	1	.725**	-.583*	.621**
	Sig. (2-tailed)		.001	.011	.006
	N	18	18	18	18
Height of Athletes'	Pearson Correlation	.725**	1	-.493*	.822**
	Sig. (2-tailed)	.001		.037	.000
	N	18	18	18	18
30m speed test	Pearson Correlation	-.583*	-.493*	1	-.315
	Sig. (2-tailed)	.011	.037		.203
	N	18	18	18	18
Personal best performance	Pearson Correlation	.621**	.822**	-.315	1
	Sig. (2-tailed)	.006	.000	.203	
	N	18	18	18	18
**. Correlation is significant at the 0.01 level (2-tailed).					
*. Correlation is significant at the 0.05 level (2-tailed).					

A Pearson product-moment correlation coefficient was computed to assess the relationship between the weight, height and 30m speed of an athlete and triple jump performance. There was a correlation between



weight of an athlete and triple jump performance [$r = .621$, $n = 18$, $p = .006$], and height of an athlete and triple jump performance [$r = .822$, $n = 18$, $p = .000$]. There was also a correlation between athlete's performance and 30m speed of an athlete [$r = -.315$, $n = 18$, and $p = .203$]. There was a positive correlation between the weight of athletes' and triple jump performance [$r = .621$, $n = 18$, $p = .006$], and height and triple jump performance [$r = .822$, $n = 18$, $p = .000$]. Negative correlation was observed between athlete's performance and 30m speed of an athlete [$r = -.315$, $n = 18$, and $p = .203$].

Discussion

Figure 1 indicates that the male and female triple jumpers were nearly equivalent 10(56%) and 8(44%) respectively. Even though the numbers of male and female athletes were nearly equivalent, the total number was very small. Since the data was collected from the four main national training centres of Ethiopia and all the triple jumpers were included, the number of triple jumpers was very small. The statistical description in table 1 above indicates that both male and female athletes found in the same age range (16-20) with 17.50 ± 1.35 years and 17.25 ± 1.67 years. It is possible to understand that both male and female athletes have approximately equal age. As we know athletics is a late specialized sport so the Ethiopian jumpers will have the chance to reach their highest performance. However, at this age Ethiopia has no representative at least in African youth level. For example if we look the mean of females' personal best, from table 1, it is $10.52 \pm .50$ meters. African countries like South Africa, Ghana, Mozambique, etc. have been achieved better than the Ethiopian triple jumpers even in school competitions. This may be due to poor anthropometric characteristics which support the importance of Anthropometric characteristics in athletic performances. A study conducted on the Bangladesh Athletes at the National level by Anup A., Nahida P., Nazrul R.I. and Kitab A.(2014). The participants have been scored almost similar age (17.8 yr



± 1.6). Height of male and female were ($157.6 \text{ cm} \pm 5.4$) and ($171.2 \text{ cm} \pm 7.5$) respectively. So, Ethiopian triple jumpers may also share the problem of poor anthropometric characteristics measurement and having weak performance.

The result in Table 3 above shows that $p = .138$ and $p = .664$ for height, $p = .113$ $p = .896$ for weight and $p = .087$ and $p = .704$ for 30m speed of both groups- and using $\alpha = .005$ – we would conclude that each of the levels of the Independent Variable are normally distributed. Therefore, the assumption of normality has been met for this sample. After the data was tested for normality using the Shapiro-Wilk test, an independent t-test was conducted on the height of male and female athletes to compare the height measure of the two groups (male and female). The result in Table 3 above shows that There was a significant difference in height of male triple jumper ($M=172.40$, $SD=5.84$) and female triple jumpers ($M=165.25$, $SD=3.06$); $t(16) = 3.533$, $p = 0.020$. A Comparative study of Anthropometric Measurements, Physique and Body Composition of Intervarsity level Jumper Girls was conducted by Dr. Kaur P.T., (2013) and found that that the high jumpers were found to be higher in mean of height and lower in mean value of weight as compare to long and triple jumpers. He also has been stated that the ANOVA shows non -significant differences in all anthropometric measurements except calf skin fold. However, the results of this study suggest that male ripple jumpers are taller than female triple jumpers.

The other part of this study result shows that a Pearson product-moment correlation coefficient was computed to assess the relationship between the weight, height and 30m speed of an athlete and triple jump performance, and there was a moderate relationship between the weight and performance of triple jump [$r = .621$, $n = 18$, $p = .006$]. There was a strong correlation between height of an athlete and triple jump performance [$r=.822$, $n=18$, $p=.000$]. However negative and weak correlation was obtained with 30m speed and triple jump



performance [$r = -.315$, $n = 18$, and $p = .203$]. As it was explained by Hay, J.G. (1992), the approach speed on the long and triple jump runways is the single-most important determinant of performance across a wide range of ability levels. This may need further investigation in the Ethiopian triple jumpers' performance and their fitness level.

Conclusion

The Ethiopian male and female triple jumpers have (17.50 ± 1.35 and 17.25 ± 1.67) years of age respectively (range 16-20). This stage is almost performance stage if the athletes pass through the proper athlete development program. There is no male or female athlete who has represented Ethiopia at the junior level. Therefore it is possible to conclude there is a much gap between athletes' age and their actual performance.

Since the result of the study indicated that there was a strong positive correlation between the height and performance, coaches and other concerned bodies have to give great emphasis for the height of the athletes during selection. In addition to height, there was also a positive moderate relationship between weight of an athlete and performance. However, to what level does weight has a positive relation should need further investigation.

In this study the performance of the triple jumpers shows weak and negative correlation with a 30m speed time. This is opposite to other results. For example the Brazilian jumpers have moderate relationship ($r = 0.58$, $P < 0.02$) with the velocity of the approach speed (Nelia Alfano Moura, Tania Fernandes de Paula Moura, Joao Paulo Borin, 2003). The variation may be due to the length of the distance athletes used for the approach; and it is a research issue to be investigated.



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ASSESSING THE CHALLENGES OF PHYSICAL EDUCATION AT THE FIRST DEGREE LEVEL IN SOUTHERN REGION ETHIOPIA: POLICIES AND PERCEPTIONS

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Abstract

It is generally believed that the teachers of Physical Education at the Undergraduate Level hold the key to the final quality of physical education delivered in degree colleges. The education policies prevalent and the resulting misperceptions of Physical Education among teachers and parents in general have given rise to several obstacles in the creation and dispensing of an ideal PE program. At the Under Graduate level students are consciously “counseled” into serious reading for with the least time spent at physical education and sport in the name of career development and focus on one’s life and career. For decades now the curriculum designers for the Undergraduate Level in Ethiopia have consistently failed to integrate the Physical Education program into main stream education. In this journal article I have identified some of the impediments that prevent the Physical Education providers from providing high quality physical education to students at the undergraduate level in South people regional state of Ethiopia

Key words: Physical Education, Policies, Perceptions In Pe, Tertiary Level Pe, Challenges

Introduction

It is generally believed that the teachers of Physical Education at the Undergraduate Level hold the key to the final quality of Physical Education delivered in degree levels. However, the truth is that the



Physical Education teacher alone cannot do much to maintain the quality of the Physical Education program provided to the students. The education policies prevalent and the resulting misperceptions of PE among teachers and parents in general have given rise to several obstacles in the creation and dispensing of an ideal PE program. In this paper want to identify some of the impediments that prevent the Physical Education providers from providing high quality physical education to students at the undergraduate level in South people regional state of Ethiopia

.Historical Factors

Historically, Physical Education in Ethiopia has always been relegated to the margins as an extra-curricular activity and has not given emphasis in the main curriculum. The focus as we all know has always been on the Arts, Sciences, Agriculture and engineering subjects and sadly Physical Education has been to date deprived of the importance of being referred as even a one subject. At First degree level students are consciously “counseled” into serious reading for which the least time spent at physical education and sport in the name of career development and focus on one’s life and career. As far as my knowledge is concerned, there are a few universities that give degree courses in Ethiopia that has been able to involve all its students in some kind of physical education activity or sport. It is only a handful of students who are self-motivated or are motivated by a physical education provider that evince interest in participating in physical education activities and sport. Even these selected few are often reproved by the subject teachers and are labeled as non-serious students

For decades now the curriculum designers for the Undergraduate Level in country have consistently failed to integrate the Physical Education program into main stream education. For instance if we look at the UGC Curriculum for undergraduate Courses



there is no mention whatsoever of Physical Education or sports. This failure to draw a clear cut curriculum for the Physical Education program and subjecting it to an evaluation system on par with the *reading* subjects has had the effect of a double edged sword – on the one hand it has diluted the significance of a physical education and on the other it has deprived young men women from gaining the benefits of a regimen that could have gone a long way in providing the future citizens and leaders of the country the much needed physical and mental wellbeing.

Social Factors

There are certain stereotypes created based on the view point of a group of people, their notions and prejudices, rather than scientific knowledge. There are social problems like gender discrimination, caste discrimination, etc., Gender discrimination in the society is a serious problem that hinders the development of girls particularly in the field of Physical Education and sport. There is a general perception that only a male child can play and sustain sports and games not a female child. There exists an on-going debate all over the world about gender discrimination and several policies are being made and implemented to curb the menace at government levels. However, there is a yawning gap between “hope” and the “happening” on the real ground.

Economic Factors

Farming is the most common form of source of income in Ethiopia. Despite seeing some technological growth and urbanization rural Ethiopia continues to be dependent on agriculture and most men and women work as farmers or laborers in the fields. Traditionally an agricultural family requires all its members to share the responsibilities on the farm from dawn to dusk. Under these circumstances, students who are from those families (which is the case in more 90% of rural Ethiopia) have no choice but to accompany their parents from time to



time in order to determine that they have a good crop which in return ensures that the family sustains its basic means of livelihood. The same is the case with students coming from the different societal community. There are no two opinions on the fact that physical education plays a critical role in educating the student holistically, and for life. In addition, a healthy, physically active student is more likely to be academically motivated, alert, and successful. Quality physical education can promote social, cooperative and problem solving competencies. But unfortunately there are no policies in place that ensure that every single student participates in physical education activities and/or sports. The young men and women are losing crucial years that could be used to train them to understand the value of physical fitness in a world that is becoming increasingly polluted and food becoming increasingly adulterated with chemicals and pesticides. The government does make efforts to allocate funds to universities for infrastructure development and purchase of physical education and sports material. However, rarely all of it is used for the said purpose or even sincerely utilized for the benefit of the student community.

Policy matters

At the Secondary level the curriculum prescribes two hours of PE per week whereas at the under-graduate level physical education periods are not included in the timetable. Those students who are interested in sports and games have to stay back after teaching periods and pursue their interests in sports and games; yet not all students get to play. Physical education from here on becomes an 'optional' activity.² Social factor and economic factors go hand in hand. Students who belong to financially poor family cannot afford time and material like proper dress, shoes to play games and sports. So, eventually he/she is deprived of physical education. This is as ancient as the gender discrimination or even more deeply rooted. In a place like South Nations regional state the government is taking necessary norms to provide education to the



students in the region and jobs to the educated. But there is much to be done to the students for the overall development of the students. Research proves that those students who have been provided proper Physical Education get overall development and enjoy a healthy life through out.

Absence of Physical Education at the Elementary level

Generally, in primary and middle schools, government as well as private, the students are supplied skipping ropes just asked to entertain themselves. This leads to a general lack of proper training on basic physical movements and skill development, monitoring etc. Children learn through a variety of modalities (e.g. visual, auditory, tactile, and physical). Physical activity could be included in the occasions like family get-togethers, functions, village festivals and so on. Cycle race or long distance running or a team game could be conducted as a part of commemoration of birthdays of great personalities or on earth day, women's day and so on. The child also gets interested in peer group sports or physical activity. Iconic sports personalities in the respective sport or game also greatly influence the child to get motivated in a particular sport or game.

Conclusion

The government should take plan to make policies such as including physical education as part of curriculum from the elementary school itself. Trained physical education teachers should be recruited at elementary schools to carry out physical activity and sport at the early age. Most of the European and other countries have already implemented the physical education at kindergarten itself. This would help the child to understand and learn the basic physical movements. In fact, physical education should be made as a compulsory exam oriented subject along with the other subjects at the First Degree level. Government should conduct awareness programs and debates to



increase awareness among the public about the importance of the physical education at the First Degree level.

The Roles of the Media is very significant in bringing changes in the general perception of the public. Moreover, special care and planning must be made to encourage the students of special needs. Neglecting the differently disabled, would affect the psychological development and self-esteem of the children.

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THE UPPER PALAEOLITHIC CULTURE – BOMMARAJU PALLE

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THE PREVIOUS WORK

During the excavations at Nagarjuna Konda, Soundara Rajan K.V(1958), reported a number of stone age locations in the region submerged by the Nagarjuna Sagar reservoir. During the Investigations he reported stone age sites close to Karempudi on the Naguleru Valley which lies adjacent to the Naarjunakonda Valley. He stated that the artefacts from Karempudi appeared crude and rolled in conditioned. Sarma I.K (1974) reported palaeolithic artefacts from the Dandivagu bed which is not far removed from the Naguleru Valley. Also a little to the east of Naguleru an acheulean location was reported from Rajupalem (Murti D.B and Kesava K.S 1987). Artefacts were reported. Close to the bank of river Krishna Middle Palaeolithic assemblages were reported from Madduru (Murti D.B 1977). Also on the left bank of the Krishna a number of palaeolithic locations were reported across the Nalgonda District (Rao S.N 1966). Of further interest are the investigations made by Issac N (1960) on the Gundlakamma and the discovery of an excellent Upper Palaeolithic site from the regions lying the west of Naguleru, at Yerragondapalem (Tikka Reddy K. 1974). Recent investigations of Murali Mohan S (1990) have brought to light many more palaeolithic locations from the regions lying to the west of Naguleru.

The investigations made by David Raju B (1985) brought to light many New Stone Age sites in and around the Naguleru Valley.

In this contest the present author is inspired to take up detailed investigations of the Naguleru valley for pre-neolithic finds sports. He



has chosen this area because the Naguleru provided varied Geo-Eco settings and the area is surrounded by stone age tool bearing localities.

BOMMARAJUPALLE

North Latitude : 16deg 17'30" Eastern Longitude
: 79deg 47'

Contour : 150 mts. Sample are 100X100 mts.

Bommarajupalle is a major village located at a distance of 24 Km north of Vinukonda. It is on the Vinukonda – Karempudi tarmac road. To the east and west of Bommarajupalle close ranges are

Situated which run parallel to each other. Some of the peaks of the range located to the west of the village reach to a maximum height of about 460 meters. This range is locally known as the Nallakonda. The slopes are steep and the crust of the hill is characterized by prominent peaks aligned in the north south direction. Close to the foot of the Nallakonda range deposits of the scree are distributed. Across the slopes of the Nallakonda a number of wet weather rills originate and flow through short distances. They variously join to form a grill of small streams which finally drain due east.

To the east of Bommarajupalle the alignment of the hills is slightly irregular but record a maximum height of 327 meters. The general strike is north-east to south-west. These hills are locally known as Pandikonda. The slopes are uneven but permit a number of wet weather rills which drain due west. Some of these join together to form streams of ephemeral nature. Both the ranges cited above constitute the eastern extensions of the Nallamalais into the region of Vinukonda.

The Nallakonda range and the Pandikonda range are grown over by dense scrub jungle with occasional openings. The floristics show a variety of plants, bushes and trees. The forest cover of



Nallakonda range constitutes a part of Guttikonda Reserved Forest. On the other hand the jungles grown across the Pandikonda constitute the Muppalla Reserved Forest.

About 3Km north-west of Bommarajupalle close to the foot of Nallakonda range of hills an area is characterized by fluvialtile red earths, concealing the scree deposits. Due to the sheet-erosion following the deforestation in the area the arcaeological specimens have been brought to light. Most of the specimens are made on quartzite raw material. The industry constituted Upper Palaeolithic artefacts of a good quality and they are found in the midst of scatters of raw material. The specimens do not show signs of post depositional alterations.

**TABLE : 01, UPPER PALAEOLITHIC CULTURE, Site :
 BOMMARAJUPALLE**

Sl. No.	Type	Number of Total	PERCENTAGE	
			1 ST %	2 nd %
1.	Parallel sided blades	28	12.50	09.00
2.	Retouched-blades	20	08.92	06.43
3.	Notched blades	16	07.14	05.14
4.	Denticulates	10	04.46	03.21
5.	Pen Knives	06	02.67	01
6.	Simple Points	18	08.03	05.78
7.	Tanged Points	04	01.78	01.28
8.	Levallois Points	08	03.57	02.57
9.	Borers	11	04.91	03.53



10.	Burins	10	04.46	03.53
11.	Scrapers	22	09.82	07.07
12.	Re-touched flakes	40	17.85	12.86
13.	Notched flakes	13	05.80	04.18
14.	Denticulate flakes	06	02.67	01.92
15.	Elura	12	05.35	03.85
16.	Miniature handaxes			
<u>Sub – Total</u>		224	99.93	
17.	Blade cores	12		03.85
18.	Levallois cores	11		03.53
19.	Amorphous cores	22		07.07
20.	Levallois flakes	14		04.50
21.	Amorphous flakes	28		09.00
<u>Grand Total:</u>		311		99.90

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HUMAN RIGHTS AND HANDLOOM WORKERS AND PROBLEMS IN RAYALASEEMA REGION OF ANDHRA PRADESH

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Introduction

Handloom weavers are the back bone of the Indian economy. Weaving is a family activity that shows the entire family involving in the process of weaving of any kind of product. In the past the handloom sector had a unique place in our economy. It was appreciated for transferring skills from one generation to another. Today it is no longer appreciated instead cursed or blamed. The strength of the sector lies in its uniqueness, flexibility of production, openness to innovations, adaptability to the supplier's requirement and the wealth of its tradition. The glory of handloom industry was the thing of the past, today the industry is in crisis. The major reasons may be poor marketing, competition from power loom and mill industry, availability of cheaper imported fabrics, changing consumer preferences, economic liberalization and alternative employment opportunities have threatened the vibrancy of handloom sector. The handloom weavers are subjected to a lot of basic human rights. Their very right to life is threatened, even amidst government policy of promoting and encouraging the handloom sector through a number of welfare Programmes, schemes and protections.

Studies related to Handloom Weavers and Human Rights

Human rights violations are taking place in everywhere in unorganized sector in the form of wage, employment, education, refusing to accept the social and cultural values of the human. Poverty is also a human right violation. Poverty violates human dignity and human dignity is the foundation for all human rights. People living in poverty are often faced with feelings of fear, powerlessness and dependency. They are often unable to participate in the decisions that affect them or the community they live in.



Upholding both social and economic rights and the civil and political rights of people in poverty are important when attempting to eliminate poverty.-It is important because, violations are inter-related. Social and economic rights are important without being able to meet people's basic needs such as sustenance, education and health-care, people will continue to be marginalized. Extreme need for basic sustenance, education and health-care, often means that they are unwilling to exercise their civil and political rights.

Weavers and their families suffer from a range of health problems. Many develop respiratory ailments related to breathing in fibers and dust from the fabrics they work with. There is a high level of tuberculosis, particularly Multi Drug Resistance Tuberculosis (MDTRB), which can be induced from exposure to silk and cotton fibers. PVGHR and the Asian Human Rights Commission (AHRC) recently conducted a 5-month study and consultation on tuberculosis cases in the weaver community in Lohta (Varanasi), and diagnosed 67 individuals suffering from the disease.

The consultation found that weavers and other disadvantaged community members lack personal and institutional resources to prevent and treat the disease. The consultation promoted the treatment regime recommended by the World Health Organization, Directly Observed Treatment, short-course (or DOTs) was generally thought the best for treating local weavers. This treatment package requires frequent consumption of medicine accompanied that would typically cost 300-400 rupees per week (Source: AHRC / PVCHR Consultation). This amount is unaffordable to most weavers. Of special concern were cases potentially involving MDRTB, which resist the most commonly used tuberculosis treatment drugs. Treating MDRTB effectively requires greater supervision, is more taxing on patients and comes at a significantly greater expense.

Further, Weavers and family members also frequently suffer from a range of health ailments related to malnutrition and exhaustion.



Weaver children face significant health issues, particularly malnutrition. A PVCHR survey identified 46 severely malnourished children in weaver areas, with an average age of 2.6 years old and an average weight of 8.2 kilograms. This problem is exacerbated in isolated weaver communities that depend on often delayed government-subsidized food distribution.

Nupur Bahl in the research work on "Promoting Occupational Health and Safety" the author briefly analyzed the occupational health hazards in the handloom and handicrafts sector of India and suggests that policy reforms need to focus on gathering relevant data, creating minimum safety standards relevant to the sector, disseminating information and building networks for establishing efficient enforcement mechanisms.

Numerous studies and reports have raised concern over occupational health and safety issues of workers in India. About a decade ago, Leigh et al. (1999) estimated an annual incidence of occupational disease between 924,700 and 1,902,300 cases and 121,000 deaths in India. Studies on many industries including the leather tanning industry, textiles and metal ware have found that workers in these industries work in inhuman physical conditions for very long hours.

Nalvarangkul, showed that 63% of women engaged in carpet making had respiratory problems such as asthma due to cotton dust or respiratory irritation due to inhalation of chemicals used to bleach silk and cotton. The Second National Commission on Labour (2002) has pointed to the high incidence of lung diseases in bangle industries due to inhalation of toxic fumes, smokes and dust. The commission also found that dyes and chemicals used in textiles block printing and poor physical working conditions such as improper ventilation have caused serious health hazards to workers. 60 Weavers in Ramanagaram district, Karnataka, in 2010 reported eye injuries and blindness after handling chemically treated silk yarn.



The findings of the studies and case studies presented have analysed that handloom weavers and their families are denied of the basic human rights such as right to life, right to housing, right to health, rights of women and children and aged are also deprived of their human rights. Therefore, there is every need to protect and promote human rights of handloom workers working in the unorganized sector who contribute major economic development in our country. Studies from human rights perspective are limited. Therefore, the present study attempted in this direction.

In order to ameliorate the socio-economic conditions of handloom weavers both central and state governments have appointed several committees and commissions and evolved special policies to solve problems related to handloom weavers and launched several welfare schemes. But unfortunately it is not reaching the real needy. The committees and commissions are:

1. All India Handloom Board - 1945
2. The Industrial Policy Resolution Act -1948
3. Cotton Textile (Control) Order - 1948
4. Textile Enquiry Commission - 1954
5. Karve Committee - 1955
6. Ashok Mehta Committee - 1964
7. Sivaraman Committee - 1974
8. Textile Policy-1978
9. Textile Policy-1981
10. National Textile Policy - 1985
11. Handloom Reservation Act – 1985
12. Dr. Abid Hussain Committee -1990



13. S. Satyam Committee - 1999

14. Handloom (Exim) – 2000

Factors leading to Deprivation of Human Rights among Handloom Weavers

1. Employment Crisis
2. Raw Material Supply Crisis
3. Financial Crisis
4. Market Crisis
5. Frequent hike in Raw Material prices
6. Working Capital
7. Design improvements to suit the customers
8. Market for products
9. Patenting designs/ variables
10. Poor functioning of Societies
11. Free export/ import trade — opportunity
12. Poor or low Budget allocations for handloom sector
13. Competition from power looms and mill sectors
14. Poor Wages, employment and livelihood issues.

Different types of Weavers

A number of studies attempted to analyse the various problems pertaining to handloom weavers. Studies related to marketing problems of handloom weavers, socio-economic problems, financial crisis, cooperative society functions, power loom competition and studies on women weavers are voluminous. However, studies on handloom weavers from human rights perspective are scant and limited. Rightly, the present study is



attempted in this direction.

Studies relating to the Socio-Economic Problems of the weavers

Tawheed Yousuf Ishfaq Khan, Tawseef Yousuf and Tariqahmad Raja Kashmiri silk weavers and silk products are of international repute. Though the Kashmiri silk products are enjoying a ready market both at home and abroad, there are grey areas demanding immediate attention to sustain and further improve this traditional craft and to help the Kashmiri silk weavers to achieve new heights. In the present study, we have analysed the socio-economic profile and the problems of silk weavers in Srinagar city, trying to offer possible recommendations to address the grey areas. This study is based on both primary and secondary data sources. A primary survey was conducted in Srinagar City during the year 2012, consisting of 100 respondents chosen randomly. The study results revealed that the situation of the weavers was worrying they were feeble due to illiteracy, financial constraints, health problems, meager remuneration and poor Government support.

Venkateswaran, A. Handlooms have been known to India right from the historic ages. Basic needs of the human being are the food, clothes and shelter. This study explores the dynamics of local-level trade in plant-based handloom product in kallidaikurichi of Tirunelveli District. The handloom weaving sector plays an important role in the economic development of the rural areas. It contributes significantly by generating more employment opportunities and providing bread to the rural poor. In the present study, we have analyzed the socio-economic profile handloom weavers in kallidaikurichi of Tirunelveli District. This study is based on both primary and secondary data sources. The study results revealed that the situation of the weavers was worrying due to illiteracy, financial constraints, health problems, and poor Government support.



Studies relating to the Problems of Raw Material of the weavers

Priyanka Singh Bhadouria Handloom industry is the way of life for many more millions of people in India. Having a glorious past this industry's present is questionable and blurry future due to a lot of problems that are acting behind the scene. The main objective of this paper is to identify the various problems of handloom industry. For this purpose open ended questionnaire regarding major problems is used. The analysis is based on primary data sources as well as secondary data. Based on fieldwork and secondary data, this paper examines that Handloom industry is facing three major problems viz... Shortage of raw materials, lack of proper financing and marketing insufficiency of the finished products as well as competition with other sectors.

Suman Kumar Kundu Handloom is the traditional cottage base industry of India upon which livelihood of rural people is associated to a large extent in various handloom clusters of the country. Murshidabad district of West Bengal is a potential handloom cluster enjoying fame for its antique products. The present paper conducted over purposively selected three sample villages of Hariharpara block, Murshidabad district intended with objectivity of highlighting the socio-economic condition of weavers along with the role of handloom in employment generation at the study area. It also throws light upon the problems and suggests effective measures for the development of handloom sector in situ. After analyzing the relevant data statistically, it is found that setting up of handloom is for additional source of income besides agriculture and other economic activities persisting there in. The study result shows that female employment is much higher than male in handloom sector. Although high price of raw material is major constraint faced by the weavers, improper marketing of handloom and inadequate financial assistance are also hampering the production pattern. The governmental as well as nongovernmental organization should come forward for deriving effective initiatives in the sake of handloom and weavers associated with it.



Studies relating to the Marketing Problems of the weavers

Rachana Goswami and Dr. Ruby Jain The Handloom textile constitutes a timeless facet of the rich cultural heritage of India. It is unparalleled in its flexibility and versatility, permitting experimentation and encouraging innovation. The government of India is constantly making efforts to enhance the productivity and marketing of handloom sector through various initiatives, still it can be seen that weavers are facing severe livelihood crisis and the industry is enduring weak marketing linkages and technological obsolescence. Thus this paper discusses the various managerial issues such as procurement of yarn, production and marketing of handloom products and the constraints encountered. The paper further gives a way forward for the challenges at every step.

Jyoti Narzary this paper is a study to find out the marketing problems and prospects of the handlooms and handicrafts industry in B.T.A.D area. The sample size of the study comprised of 200 respondents who are the producers and retailers of the handloom and handicrafts products. The findings of the study show the different marketing problems faced by the producers and retailers in the area. In these efforts, we have been supported by weavers, traders, retailers, customers of handlooms, Experts and cooperative society elected personnel as well as officials of government in getting required information.

Rayapati Raveendra Nadh, Dr.P.Venkata Rao and Dr.B.M.HarshaVardhan Handloom is a traditional product. Marketing and distribution system for handloom is also a conventional type. West Bengal, Tamilnadu, Uttar Pradesh, Andhra Pradesh, Assam and Manipur are the major handloom states in India. Three-fourth of handloom weaving in the country comes under these six states. Almost all handloom products in India are for domestic market. Only 1.3 percent of working looms produce for export markets. Marketing is a major constraint for the handloom sector. The middlemen play a major role in selling the cloth to



the consumer. If the family is very poor, any delay in marketing of the cloth, creates harm to the weavers. The power loom dominates textile production in India and has encroached upon the handloom sector traditional market because of lack of proper marketing. Still the appropriate marketing strategy has not been evolved as a whole by the handloom sector. In this paper, need for market assessment, problems, marketing strategy and marketing mix and suggestions for the development of handloom sector and its market are discussed.

Studies relating to the suicides among weavers

Apparao, T and Venkata Rao, P. conducted a study on "Livelihood Insecurity and Coping Strategies of Handloom Weavers: A Comparative Study" and revealed that Suicides of handloom weavers drew lot of attention from various sectors in recent years. But the phenomenon is not uniform in all the weaving centres. There is no evidence of suicides in certain places despite the insecurity in earning livelihood. The root cause for suicides of handloom weavers is the development of mill sector and the failure of handloom weavers to compete with it. It is believed that the successful coping mechanisms have played a crucial role in avoiding livelihood crisis and suicides. At this juncture, it is very important to evaluate coping strategies and their impact on the livelihood of weavers. The paper tries to explore the similarities and differences in the coping strategies of two castes of weavers and try to understand their consequences.

Ramesh Gundeti a study on "A study into the factors affecting suicides among weavers in Andhra Pradesh" this paper mainly highlights the reasons for suicides among the handloom and powerloom weavers in Chittoor district of Andhra Pradesh. The study mainly pointed out the fact that there was uncertainty in weaving industry and weaver's employment security, low wage rate, long working hours, ignoring the labour social security and poor living conditions were the main reasons for weavers suicides in Andhra Pradesh. The study envisaged that there is a need of weaver appropriate policy to improve



the socio-economic conditions of backward Andhra Pradesh weavers in order to check the suicides.

Studies relating to the health problems among weavers

Ayesha Anjum, Ashfaq Ahmad Mann and M. Aqeel Anjum a study on "Health Concerns among Workers in Weaving Industry: A Case Study of Tehsil Faialabad, Pakistan" Textile processing sector is one of the most important sectors of textile industry of Pakistan. Objective of this study was to examine the health concern and their contributing factors among workers in weaving industry. The data were collected from four union councils of Faisalabad. Majority of respondents (30%) were suffering from eyesight problems due to subdue light, 28% were suffering from continuous headache, 32% had complaints of remaining sick after joining weaving industry. These unhygienic conditions and poor facilities created frustration among majority (54%) of the workers under study.

Studies relating to the wages, employment and livelihood issues among weavers

K. Karnan, A. Balakrishnan and R. Vettriselvan Handloom sector is one of the major contributors to provide employment opportunities in India next to agriculture and industrial sector. But the earnings of the handloom weavers are very low to compare their productivity. The economic status of the handloom sector states that majority of the handloom weavers are comes under the poverty line. This study was conducted to understand the existing intervention schemes implemented by the government and its effectiveness to the handloom weavers life (the impact of intervention schemes into the hand loom weavers standard of living and to suggest the policy makers to frame policies and programmes). For the study purpose the researcher formulate the structured interview schedule and collect the data from 1843 respondents. The study results found that there is a positive impact of government intervention schemes on the standard of living of handloom



weavers. Based on the results and personal observation the current study proposes few suggestions and open up new avenues for further researchers.

Studies relating to the Power loom Competency

Srinivasulu in his study stated that handloom sector is seriously threatened by the unequal competition from power looms, the survival of the handloom sector and of handloom weavers has been put in danger by sharp rise in prices of yarn and dyes.

Abdul in his study stated that the withdrawal of several subsidies so far enjoyed by the handloom sector and especially by winding up the Janatha cloth scheme which not only provided cheap cloth but also employment to the vulnerable section of weavers, the old and low-skilled, the new economic reforms have contributed to the worsening of conditions in the handloom sector.

Problems of the Handloom weavers

The handloom sector plays a crucial role in the economy of the county and next to agriculture. It contributes significantly by generating more employment opportunities and providing bread to the rural poor, especially in Rayalaseema region of Andhra Pradesh. Government of India and State Government over the years launched several social welfare programmes for the cause of ameliorating the socio-economic conditions of handloom weavers. But unfortunately they are not reaching the real and needy beneficiaries.

The situation of handloom weavers in Andhra Pradesh and especially in Rayalaseema region of Andhra Pradesh is not satisfactory owing to several factors. Despite the recommendations of several committees' recommendation for the overall improvement of socio-economic conditions of handloom weavers and financial support to handloom families, the situations of these families are miserable and they are subject to denial of basic human rights.



The findings of several studies mentioned the reasons for miserable conditions of handloom weavers are poverty, improper supply of raw materials, price hike in yarn, lack of proper marketing facilities, lack of adequate financial resources, malfunctioning of cooperative societies, involvement of middlemen, competition from mill and power loom products, lack of modern technology, lack of prompt and timely support from the government, and other allied banks, health problems and so on.

In view of the above facts, handloom weavers are leading a life unworthy and are often subject to denial of basic human rights. The handloom weaves are denied to their very right to life in view of the major threat to handloom sector itself. This pathetic condition of handloom industry in Rayalaseema region of Andhra Pradesh demands a thorough empirical investigation from human rights perspective. Studies in this direction are scarce and absolutely limited. Therefore, the present study is attempted in this direction.

The selected Topic Human Rights and Handloom weavers and problems in Rayalaseema Region of Andhra Pradesh. The subject of deprivation of human rights among handloom weavers has been in news, but very little has been done, especially among students and scholars of human rights, law and other social sciences. It needs an in depth and comprehensive and detailed analysis by the students of human rights and social development. Rightly the present study is attempted in this direction.

Scope and Limitations of the Study

The present study is confined to understand socio-economic profiles of Human Rights and Handloom weavers and problems in Rayalaseema Region of Andhra Pradesh. And their human rights issues and problems the back ground the general problems faced by handloom sector in the study area. And human rights of handloom weavers are a universally neglected phenomenon. Handloom economy followed by agriculture in the entire country. But empirical studies have proved



handloom sector is under crisis owing to multiple reasons. Factors like considerable length of time, limited financial resources and administrative practical difficulties in collecting materials for research work, forced the researcher to confine the studies in Rayalaseema region of Andhra Pradesh, through handloom weavers are scattered throughout the country.

Therefore, special focused attention to study the Human Rights and Handloom weavers and problems in Rayalaseema Region of Andhra Pradesh. Needs a probe into this subject which has a lot of socio-economic, legal, constitutional and human rights implications.

The Objectives of the studies are:-

1. To identify the socio-economic conditions of handloom weavers of Rayalaseema region of Andhra Pradesh (study area)
2. To assess the causes for deprivation of human rights among handloom weavers.
3. To examine the recommendations of a few and important commissions / committees to ameliorate the socio-economic conditions of handloom weavers.
4. To critically analyze the role of legal, national and international initiatives for the cause of protection and promotion of human rights of handloom weavers.
5. To suggest measures to protect and promote human rights of handloom weavers in Rayalaseema region of Andhra Pradesh.
6. Keeping the above objectives in view the following hypotheses are formulated for the study.s

The Hypotheses are:

1. Majority of the subjects (handloom weavers of study area) are hailing from socially and economically disadvantaged sections of the



study.

2. Poverty, illiteracy, lack of capital, poor marketing, malfunctioning of cooperatives, lack of modern technological training strategies, lack of awareness and poor implementation of welfare schemes and programmes are patent causes for deprivation of human rights among handloom weavers in the Rayalaseema regions of Andhra Pradesh.
3. The non-implementation of recommendations of a few and important committees / commissions are the major pertinent causes for deprivation of human rights among handloom weavers of Rayalaseema region of Andhra Pradesh.
4. The poor implementation of legal, national and international initiatives are the major causes for deprivation of human rights among handloom weavers of Rayalaseema region of Andhra Pradesh.
5. Massive welfare programmes / schemes, effective marketing strategies, training in modern technology, awareness training programmes along with human rights education would ameliorate the socio-economic conditions of handloom weavers of Rayalaseema region of Andhra Pradesh.

Methodology

To obtain a comprehensive analysis the methodology mentioned below is adopted employing the following sample design.

The present study is primarily focused on the socio-economic and human rights issues and problems of handloom weavers hailing from Rayalaseema region of Andhra Pradesh only. Further, these handloom weavers hail from three cluster groups. They are: (i) Independent weavers (ii) Independent weavers with membership in cooperatives; and (iii) weavers under the control of master weavers.



The list of weaver's village wise, mandal wise and district wise for four districts of Rayalaseema region of Andhra Pradesh was collected from the office of the Assistant Director of Handloom and Textiles of the four districts of Rayalaseema districts of Andhra Pradesh. The same of the present study was drawn based randomized cluster random sampling technique. The detailed sample design is given below:

Population of the Present Study

District	Place	Households
Chittoor	Narayanavanam	650
	Madanapalli	14180
	Srikalahasti	560
Kadapa	Madhavaram	830
	Jammalamadugu	410
	Proddatur	670
Anantapur	Kadiri	112
	Dharmavaram	7500
	Hindupur	2750
Kurnool	Yemmiganur	2395
	Kodumur	1750
	Adhoni	625



Sample of the Present Study

SNO	Name of the District	Individual Weavers		Weavers Working Under Master Weaver		Weavers working in Cooperative Society		Total
		Men	Women	Men	Women	Men	Women	
1	Chittoor	40	40	40	40	40	40	240
2	Kadapa	40	40	40	40	40	40	240
3	Anantapur	40	40	40	40	40	40	240
4	Kurnool	40	40	40	40	40	40	240
Total		160	160	160	160	160	160	960

Methodology of the Investigation

Collection of Data:

In view of the objectives set for the present study the data collected through primary and secondary sources. Data for primary sources was collected using the interview schedule, and supplemented with case studies. The information was also supplemented with information collected from weaver's cooperatives societies (both success and failures) located in the villages of the study area. Furthermore, data was collected from Master Weavers in the study area to have in depth analysis of the various problems and issues related to handloom weavers.

Narrative Interview

In the interview schedule data related to socio-economic variables



such as age, sex, caste, religion, educational background, marital status, occupational background, family structure, family income and expenditure, debt particulars, source of debt and purposes of debt, membership in society, the occupational hazards, marketing problems, problems encountered in sustaining in handloom occupation, awareness about national, state programmes and schemes related to the welfare of handloom weavers and level of awareness of human rights and suggestions for future were extensively and intensively collected individually from the households of handloomweavers. Thus, the data collected through interview schedule (Annexure) were analyzed keeping the objectives of the study in view.

Case Studies

In order to have insight into the problems of handloom weavers in their day to day life in sustaining their traditional occupation amidst several difficulties, challenges and competitions from power loom sector in the market. The researcher could collect an in depth analysis into the problems of handloom weavers and various basic human rights violations they are subjected to. The researcher really had challenging experience in collecting vast information pertaining to handloom weavers problems, the way they are denied to basic human rights and suggestions rendered by respondents were presented as it is without any editorial embellishment. The findings of the case studies reinforce the data collected through quantitative techniques used in the study.

The Data from Cooperative Societies and Master Weavers

Handloom weavers enroll themselves members of handloom cooperative to get benefits of government programmes and schemes in the form of financial and other benefits. The functioning of these cooperatives depends upon the leadership of the societies. The researcher identifies the successful and unsuccessful societies by objectively assessing their functions. In many instances the master weavers enjoy the leadership



by these societies. The functioning of the societies dependent the governing / executive body duly elected by the members of the society. These mater wavers and members of executive body along with the support of the district level handloom and textile authorities can do wonders for the cause of ameliorating the socio-economic conditions of handloom weavers. Misappropriation of funds may lead to malfunctioning of the societies, which eventually deprive benefits to the members of the society. The researcher through intensive case study collected data in the above aspects and supplemented the primary data in analyzing the major issues on hand based on the objectives of the study.

Secondary Source of Data

In order to have an in depth analysis and understanding about various problems related to handloom weavers and human rights perspective of them the primary data was supplemented with secondary sources of data. This data was collected from the offices of the Development Commission for Handloom, New Delhi, and regional and head offices related to handloom in Kadapa and Hyderabad. Apart from these sources several reports, books, journals, websites, periodicals and several societies information and news papers information's were also collected. The Commissionarate for Handlooms and the Director of Handlooms and Textiles, Hyderabad, Vishakapatnam and CHIP (NGO), Chirala are also utilized.

Procedure of Data Collection

The researcher personally collected from all the sample of the study by using the above interview schedules along with intensive case study method. Since most respondents were illiterates the researcher had a challenging experience while collecting data, however, the subjects were highly cooperative and considerate. The filled in Questionnaire / schedule personally collected and the responses of the subjects were scored appropriately.



Conclusion:

The unorganized labours and handlooms workers in people are faced so many problems in the livelihood and Health positions and need not sufficient money and Need not sufficient specialties. So Government is Implementation so many welfare weavers schemes and Developing the handloom works in identify and the unorganized labours and giving to minimum fixed the daily wages after that developing the Handloom Weavers. The Government take correct wages and health insurance for the weavers the labour department should provided ESI and fund benefit Schemes, the Government should give priority to by back weavers product, through Op-co – Handloom Department the Government should support all the financial aspect full fill them they are very happy to live with there families if they have financial support they don't commit any Suicide.



ROLE OF THE PANCHAYATI RAJ INSTITUTIONS IN RURAL DEVELOPMENT: AN ANALYTICAL STUDY OF ANDHRA PRADESH

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Abstract

Overall development of country is the main objective of Indian government since its independence. Earlier the main thrust for development was laid on Agriculture, Industry, Communication , Education, Health and Allied sectors but soon it was realized that the all round development of the country is possible only through the development of rural India. Keeping this in view Panchayati Raj Institutions have been introduced under the 73rd Amendment Act of the Constitution of India. Rural Development includes measures to strengthen the democratic structure of society through the Panchayati Raj Institutions (PRIs). It also includes measures to improve the rural infrastructure, improve income of rural households and delivery systems pertaining to education, health & safety mechanisms. Government of India has taken many steps to develop rural India and for this Department of Rural Development has been setup under the control of Ministry of Rural Development. The department through PRIs has launched various development schemes such as Sampoorna Swachhta Abhiyan, Gram Vikas Yojna, Farmer Market & Livestock Market, Underground Drainage System Construction Scheme and so on. Through these schemes Government of India seems to accomplish its dream of rural India's development. Although some loopholes may also be seen, without overcoming these drawbacks Government of India won't be able to foster the growth of rural India.



INTRODUCTION

India has been a welfare state ever since her Independence and the primary objective of all governmental endeavors has been the welfare of its millions. Elimination of poverty, ignorance, diseases and inequality of opportunities and providing a better and higher quality of life were the basic premises upon which all the plans and blue-prints of development were built. According to Ministry of Rural Development (Govt. of India), Rural Development implies both the economic betterment of people as well as greater social transformation. In order to provide the rural people with better prospects for economic development, increased participation of people in the rural development programmes, decentralization of planning, better enforcement of land reforms and greater access to credit are envisaged. Initially, main thrust for development was laid on agriculture, industry, communication, education, health and allied sectors but later on it was realized that accelerated development can be provided only if governmental efforts are adequately supplemented by direct and indirect involvement of people at the grass root level. Keeping in view the needs and aspirations of the local people, Panchayati Raj Institutions have been involved in the programme implementation and these institutions constitute the core of decentralized development of planning and its implementations. The Ministry is also vigorously pursuing with the State Governments for expeditious devolution of requisite administrative and financial powers to PRIs as envisaged under 73rd Amendment Act of the Constitution of India.

Andhra Pradesh is one of the 29 states of India, situated on the country's southeastern coast. The state is the eighth largest state in India covering an area of 160,205 km² (61,855 sq mi)¹. According to 2011 census, the state is tenth largest by population with 49,386,799 inhabitants. The new capital of Andhra Pradesh is in Guntur



District north of Guntur City and will be developed under a new Capital Region Development Authority. As per Andhra Pradesh Reorganisation Act, 2014, Hyderabad will remain the de jure capital of both Andhra Pradesh and Telangana states for a period of time not exceeding 10 years. The state has the second longest coastline of 972 km (604 mi) among all the states of India, second only to Gujarat. It borders Telangana in the northwest, Chhattisgarh in the North, Odisha in the northeast, Karnataka in the west, Tamil Nadu in the south and the water body of Bay of Bengal in the east. A small enclave of 30 km² (12 sq mi) of Yanam, a district of Pondicherry, lies in the Godavari delta to the northeast of the state. There are two regions in the state namely Coastal Andhra and Rayalaseema and hence, the two regions are more often referred as *Seemandhra* by the news media. There are 13 districts with 9 in Coastal Andhra and 4 in Rayalaseema. Visakhapatnam is the largest city and a commercial hub of the state with a GDP of \$26 billion followed by Vijayawada with a GDP of \$3million.

Guntur, Nellore, Kurnool, Tirupati, Rajahmundry, Kakinada, Ongole and Eluru are other important cities. The state is endowed with a variety of physio-graphic features ranging from Eastern Ghats, Nallamala Forest, Coastal plains to deltas of two major rivers of Krishna and Godavari. The state is the largest producer of rice in India, and hence, it is nicknamed as *The Rice Bowl of India*. Telugu, which is one of the classical languages in India is the official language of the state. It is also rich in culture with various pilgrimage destinations of importance like Tirumala temple, alongside a host of historical monuments to the tourists.

As of 2011 Census of India, the state had a population of 49,386,799 with a population density of 308/km² (800/sq mi). The total population constitute, 70.4% of rural population with 34,776,389 inhabitants and 29.6% of urban population with 14,610,410



inhabitants. Children in the age group of 0–6 years are 5,222,384, constituting 10.6% of the total population, among them 2,686,453 are boys and 2,535,931 are girls. Visakhapatnam district has the largest urban population of 47.5% and Srikakulam district with 83.8%, has the largest rural population, among others districts in the state. The overall population of the state comprises 17.1% of Scheduled Caste and 5.3% of Scheduled Tribe population⁹. There are 24,738,068 male and 24,648,731 female citizens—a sex ratio of 996 females per 1000 males, higher than the national average of 926 per 1000. The average literacy rate stands at 67.41% with 29,772,532 literates, significantly lower the national average of 73.0%. West Godavari district has the highest literacy rate of 74.6% and Vizianagaram district has the least with 58.9%. Andhra Pradesh ranks tenth of all Indian States in the Human Development Index scores^[53] with a score of 0.416. The National Council of Applied Economic Research district analysis in 2001 reveals that Krishna, West Godavari and Chittoor are the three districts in rural AP with the highest Human Development Index scores in ascending order.

RURAL DEVELOPMENT

Development of rural areas has been at the core of planning process in the country and also in the State. Rural Development is a broad, inclusive term which takes in its consideration socio-economic and political development of the rural areas. It includes measures to strengthen the democratic structure of society through the Panchayati Raj Institutions as well as measures to improve the rural infrastructure, improve income of rural households and delivery systems pertaining to education, health and safety mechanisms. Poverty alleviation is a key component of rural development. Government of India has taken many initiatives for rural development. For this purpose it has setup the Ministry of Rural Development. This Ministry is a nodal department for the two international



organizations viz., the Centre on Integrated Rural Development of Asia and the Pacific (CIRDAP) and the Afro-Asian Rural Development Organization (AARDO).

The Ministry consists of the following three Departments:

1. Department of Rural Development
2. Department of Land Resources
3. Department of Drinking Water Supply

The Department of Rural Development implements schemes for generation of self employment and wage employment, provision of housing and minor irrigation assets to rural poor, social assistance to the destitute and Rural Roads. Apart from this, the Department provides the support services and other quality inputs such as assistance for strengthening of DRDA Administration, Panchayati Raj Institutions, training and research, human resource development, development of voluntary action etc. for the proper implementation of the programmes. The major programmes of the Department of Rural Development are Pradhan Mantri Gram Sadak Yojana, (PMGSY), Rural Housing (RH) Sampoorna Gramin Rozgar Yojana (SGRY) and Swaranjayanti Gram Swarozgar Yojana (SGSY).

PANCHAYATI RAJ INSTITUTIONS

Panchayats have been the backbone of the Indian villages since the beginning of recorded history. Gandhiji, the father of the nation, in 1946 had aptly remarked that the Indian Independence must begin at the bottom and every village ought to be a Republic or Panchayat having powers. Gandhi's dream has been translated into reality with the introduction of the three-tier Panchayati Raj system to ensure peoples participation in rural reconstruction. Panchayat literally means assembly (*yat*) of five (*panch*) wise and respected elders chosen and accepted by the village community.



Panchayat or Panchayati Raj is a system of governance in which gram panchayats are the basic units of administration. It has 3 levels: village, block and district. The term panchayat raj is relatively new, having originated during the British administration. Raj literally means governance or government. Mahatma Gandhi advocated *Panchayati Raj*, a decentralized form of Government where each village is responsible for its own affairs, as the foundation of India's political system. His term for such a vision was Gram Swaraj (Village Self-governance). It was adopted by state governments during the 1950s and 60s as laws were passed to establish Panchayats in various states. In the history of Panchayati Raj in India, on 24th April 1993, the Constitutional (73rd Amendment) Act, 1992 came into force to provide constitutional status to the Panchayati Raj Institutions. This Act was extended to Panchayats in the tribal areas of eight States, namely Andhra Pradesh, Bihar, Gujarat, Himachal Pradesh, Maharashtra, Madhya Pradesh, Orissa and Rajasthan from 24 December 1996. Now Panchayati Raj System exists in all the states except Nagaland, Meghalaya and Mizoram. Also all the UTs except Delhi.

The Act aims to provide 3-tier system of Panchayati Raj for all States having population of over 2 million, to hold Panchayat elections regularly every 5 years, to provide reservation of seats for Scheduled Castes, Scheduled Tribes and Women, to appoint State Finance Commission to make recommendations as regards the financial powers of the Panchayats and to constitute District Planning Committee to prepare draft development plan for the district.

PANCHAYATI RAJ INSTITUTIONS IN UTTAR PRADESH

Panchayats are India's ancient autonomous democratic institutions. Whose description is found in the ancient Indian text Rigved in the form of Sabhas and Samities. At various points of time



these autonomous bodies of governance have proven their importance in spite of the political disturbances within the country.

Brief History

Sanyukt Prant Panchayat Raj Act 1947 was signed by the Governor General on 7th December, 1947 and Panchayats were established in the state from 15th August 1949. After this when the constitution of the country was drafted, it had broad arrangements for the establishment of the Panchayats. During 1953-54 a committee of the members of Vidhan Sabha was appointed to coordinate various development programmes of the Panchayats. In year 1960-61 to make the villages self sufficient and prosperous various cultivation and welfare committees were established in Gram Panchayat areas. During the year 1972-73 fourth general elections successfully completed. During this period 72834 Gram Panchayats and 8792 Nyay Panchayats were in force. Sixth general elections were successfully completed in year 1988. A 30 per cent reservation for the women representative was given during the same year. In year 1994, 72nd amendment was presented in the Lok Sabha in order to streamline the workings of the Panchayats. This amendment was later implemented nationwide in the form of 73rd amendment. In year 2000, the second general elections of three-tier Panchayat successfully completed.

ROLE OF PANCHAYATI RAJ INSTITUTIONS IN RURAL DEVELOPMENT

Panchayati Raj Department is an important department of Andhra Pradesh related to the rural development. The main objective of this department is to strengthen the Panchayati Raj System in the state according to the 73rd amendment of Indian constitution. So that panchayats can realize the dream of rural administration and rural development with complete coordination and transparency. For this purpose the department has provided a Citizen Charter. For the sake



of public convenience and knowledge, this charter has been divided into 7 subjects:-

1. Financial aid to Gram Panchayats.
2. Rural Cleanliness Programmes.
3. Responsibilities of the Panchayats - (Transparency in work, rural administration & development).
4. Responsibilities of public towards Panchayat.
5. Decentralization Programme.
6. Control over the Gram Panchayats
7. Arrangement of Panchayat Help-line.

Citizen Charter is a continuous process which will change periodically according to the feelings, recommendations, experiences and reactions of the public.

1. FINANCIAL AID TO THE GRAM PANCHAYATS

Gram Panchayats are given financial aids on the recommendations of State Finance Commission. The main objectives of the financial aid given to these Panchayats are:

- a) Drinking water supply, cleaning and maintenance facilities.
- b) Maintenance of public lamp posts, roads, drainage system, cleanliness programmes, primary schools and maintenance of other public assets.
- c) Construction of Panchayat Bhawans for meeting halls and for the residence of secretary of Gram Panchayat.
- d) Construction of Gramin Kisan Bazaar and Livestock Markets.
- e) Construction of underground water drainage system for the objective of environmental cleanliness.



2 .RURAL CLEANLINESS PROGRAMME

Sampoorna Swachhta Abhiyan (Complete Cleanliness Mission) is a programme financed by the Indian government with an objective to provide toilets to all rural families by the end of year 2012 and to make the public aware of the cleanliness programmes and to encourage them to learn and follow cleanliness habits. The four main objectives of the mission are:

- a) Usage of toilets by the rural inhabitants and to change the habit of open toilets till 2012.
- b) To construct toilets in government schools and Anganwadi Centres for children in order to develop the habit of using toilets among children from their childhood.
- c) To develop the habit of washing hands before taking meals and after using toilets in rural areas.
- d) To control the diseases arising due to the usage of dirty water by practicing cleanliness in rural areas.

Under this scheme following main programmes are carried on:

- I. Personal Toilets
- II. School Toilets
- III. Anganwadi Toilets
- IV. Community (Women) Toilet Complex
- V. Rural Cleanliness Market Production Centers
- VI. Solid and Liquid Waste Management**

3. RESPONSIBILITIES OF PANCHAYATS

Following are the responsibilities of Panchayats:



- a) Periodic meeting of Gram Sabha in order to communicate the functioning of Panchayats.
- b) Monthly meeting of Gram Panchayat to communicate the related information to the elected members.
- c) Monthly meetings of Samities for the completion of predetermined functions with the coordination of 6 samities.
- d) Increase in the income of Gram Panchayat through the collection of taxes and fees prescribed by the act of legislature.
- e) For transparency in work a notice board on the wall of public premises will be displayed showing all the details of usage of the funds.
- f) Rural cleanliness through environmental cleanliness and stopping usage of open toilets.
- g) Control over Government Ration Depot.
- h) To plan and pass different welfare programmes with the coordination of public up to the amount of Rs. 50000.
- i) The Gram Pradhan should inspect all the assets of Gram Samaj at least once in a quarter.

4. RESPONSIBILITIES OF THE CITIZENS

(a) Coordinating the meetings

Public should get the information regarding the works and plannings of Gram Panchayat and the usage of received funds. Public should elect the deserving candidate for different schemes.

(b) Checking Cleanliness

All the families should built and use the toilets. Toilets should be built keeping in view the convenience of ladies and elders. The cleanliness of drains and surroundings should be taken care of.



(c) Security of Gram Panchayat Assets

Public should check the illegal cutting of trees, illegal possession of land of Gram Sabha and maintenance of community buildings.

(d) Increase Public Coordination

Public should share hands in development and construction works, periodic cultural activities should be promoted.

5. DECENTRALIZATION PROGRAMME

Under the programme of decentralization Gram Panchayats are given the following works:

- a) For promoting education Gram Panchayats have to open primary and secondary schools.
- b) All the present and new Hand Pumps are the asset of Gram Panchayat. Gram Panchayat is responsible for the repair and maintenance of these Handpumps.
- c) Akhadas, Gyms, Sports Ground and Sports related works are being operated by the Gram Panchayat for youth welfare.
- d) Medical, Health, Family welfare and Mother & Child welfare centres are all under the control of Gram Panchayat.
- e) For women and child development different Anganwadi programmes and other welfare programmes are being carried on by the Gram Panchayats.
- f) Livestock department has been transferred to the Gram Panchayats under this they have to maintain Pashu Seva Kendra and D Category veterinary hospitals.
- g) Agriculture related all the village level programmes will be run by the Gram Panchayats.
- h) For the rural development Sampurna Gramin Rozgar Yojnais



being carried on by Gram Panchayat.

- i) Gram Panchayats have right to distribute all kinds of scholarships.

6. CONTROL OVER GRAM PANCHAYAT

To stop the misuse of funds at Gram Panchayat level, there is a law of investigation against Pradhans, Deputy Pradhans and the members.

- a) The complaint along with affidavit and relevant proofs can be given to the district magistrate.
- b) The investigation of the complaint will be done by the district level officers only.
- c) A Chartered Accountant will be appointed for the completion of the accounts of Gram Panchayat.
- d) The audit of Gram Panchayats will be done by the Chief Accountant.
- e) Gram Sabha can relegate the Pradhan by passing a no confidence resolution if there is any grave charge against the Pradhan.

7. PANCHAYAT HELP-LINE

- a) A Panchayat help-line system has been implemented for the information regarding Panchayati Raj system, legislature or related rules and programmes.
- b) All the departmental officers from state to district level will be available on office telephone between 11:00 am to 1:00 pm.
- c) At district level, every Panchayat member can say his problem on the telephone of Zilla Panchayat Adhikari Office.
- d) For the solution of the problems of Gram Panchayats they can also call on the telephone of state commission offices.



Planned and Other Schemes of the Department (in AP)

The Panchayati Raj Department is encouraging the aforesaid schemes practically on a wide scale. The analytical study of some of the aforesaid schemes is as follows:

1. Central Rural Cleanliness Programme

Under this cleanliness programme, sponsored by the central government, financial aid is given to the families living below poverty line for the construction of toilets. The plan came into existence in 1999-2000 in four districts, which is now being run in every district. The campaign is being executed by district cleanliness committee under the control of Zilla Panchayats. Main components of this campaign are:-

(a) *I.E.C. Programme*

The main objective of this programme is to provide information, education and communication to the village inhabitants about the cleanliness programmes run by central government. Under this programme necessary funds are given to the village inhabitants for promoting and encouraging cleanliness in rural areas.

b. Personal Toilet Construction

Central government provides funds for this scheme.

c. *Community Toilet Complex*

Community toilets are built and maintained by Gram Panchayats only where there is a market, fair or there is no land available for families to built toilets.

d. Schools and Anganwadi Cleanliness

In order to encourage cleanliness in rural areas, primary schools have been considered as the basic unit. To motivate students for



adopting clean habits a sum of Rs. 20,000/- is given for building school toilets and Rs. 5000/- is given to Anganwadis.

e. Sampooran Swachhta Abhiyan

This campaign is being executed by the Central government since 1999-2000.

2. Repair & Maintenance of Handpumps

Since April, 2002, Gram Panchayats have been given the responsibility of maintaining the hand pumps. Keeping in view the priorities of government a campaign was run by the Gram Panchayats and 140407 hand pumps have been repaired out of 1722371 since January, 2009.

3. Dr. Ambedkar Gram Vikas Yojna

This campaign emphasized the construction of C.C. roads and drains. Under this campaign 1438 Gram Sabhas have been covered during the first stage in year 2007-08 and 2008-09. Under this campaign the amount sanctioned is Rs. 1984.08 crore, out of which a sum of Rs. 855.84 crore has been spent till 4th February, 2009 and work of 681 Dr. Ambedkar Gram Sabhas has been completed.

4. Construction and Maintenance of Farmer Market & Livestock Market

Under this scheme those farmer markets and livestock markets have been selected which are organized on the land of Panchayat.

5. Construction of Underground drainage system in rural areas

The department started this campaign in 2006-07. Under this campaign the cost of per km. underground drains is 1.654 lakh. The share of Gram Panchayat /Beneficiary is 10%.



8. SUGGESTIONS

On the basis of the above analysis we suggest the following measures:

1. Department should collect data which help in estimating the number of toilets needed in rural areas.
2. It should further be estimated as to how much construction is possible in one year.
3. The reviews of the number of constructed toilets and allotted amount shall be done more frequently.
4. PPP model can be adopted for better utilization
5. The development programmes shall be carried out throughout the year in a phased & planned manner.
6. Involvement of local professionals or NGOs can be done to ensure better outputs.

Thus, we can say that due to the negligence of system the rural areas remain under developed. The government in spite of providing huge amount of funds remains unsuccessful in fostering the growth of rural India. There is a need to keep a strict watch over the utilization of funds by Gram Panchayats.

CONCLUSION

The above study reviews the schemes of PRIs for rural development. In spite of the powerful system maintained by the government this system is facing several challenges. It is evident from the data given that a huge amount of funds is spent on the rural development by the government but this is not properly utilized. There is a huge difference between the funds sanctioned by the government and funds utilized by the Panchayats.



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PROSPERITY OF MEDICAL TOURISM INDUSTRY IN INDIA

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Abstract

Medical Tour to India is in top priority in the minds of pragmatic folks from both developed and in developing countries across the world who are planning to seek cost effective medical tour other than their parent country. The actual reason for this is purely the economy of cost involved in both medical services and Tourism Sector in our country. Both the quality of medical care and cultural heritage of our nation leverage the interest of the Medical Tourists to opt India as an apt destination for Medical Tourism. In the past few years, Medical Tourism Industry has prospered well enough to contribute to the nation's GDP more distinctly than any time in the past. Due to this the employment opportunity grew well enough to be transparently obvious. The inflow of Foreign Exchange due to the rapid growth of Medical Tourism distinctly induced the Government of India to liberalise the policy that would shape the environment for the positive growth of Medical Tourism Industry in our nation. In an anonymous survey it is observed that by 2018 Indian medical tourism industry is expected to reach the distinctly obvious growth.

Key words: Medical tourism, health tourism, globalisation, Foreign exchange earnings

INTRODUCTION

Medical Tourism, to call precisely as Health Care Tourism, is a multibillion industry spanning across the globe. Both Tourism



industry and Medicine industry, being two of the world's largest industries, fusion together to optimise the economic activity of trade in services which would personify it as Medical Tourism.

Earlier wealthy patients from developing countries travelled to developed countries for high quality medical care. Now, in the changing environment, they prefer to get good and high quality medical care in the developing countries like India, because boarding and lodging costs are not sky rocking. Now even growing number of less affluent folks from developed countries are also travelling to regions once characterised as "third world", as high quality medical care are available at affordable prices.

Every year more than 1,50,000 foreigners visit India to take treatment for non-emergency medical treatment. It is observed that more than 60,000 cardiac surgeries are done in India in each year with outcomes equal to international standard. The strategic advantage of India, as far as Medical Tourism industry is concerned, is its affordability to provide medical service at lower cost in the world at international standard. Union Minister Mr. Mahesh Sharma said that, the government will set up medical intelligencetourism and to generate new ideas for attracting more tourists including medical tourists.

Medical Tourism, otherwise called as Medical Journeys, Health Tourism, Health Care Abroad, International Medical Travel, Medical Value Travel, can be classified more relatively as – Dental Tourism (or) Surgical Tourism (or) Transplant Tourism (or) Reproductive Tourism etc.

TOP SPECIALISED TREATMENT THAT ATTRACT MEIDCAL TOURISTS

India has numerous top specialised treating hospitals which attract patients not only from all over India, but also from outside India. India has become the best centre for treating patients for cancer Treatment,



Treatment for infertile couples, Cosmetic Surgery, Dentistry, Orthopaedics, Treatment for Obesity, Second opinion for dreadful diseases. Cardio Vascular, Bone marrow Transplant and By-Pass Heart Surgery, Eye care treatment, Hip-Replacement etc. and more particularly Alternative Medical Treatment are the cynosure of Indian Medical Tourism industry to the observation of Medical Tourists from other countries.

Most important hospitals in India offering medical treatment facilities:

- Apollo Hospitals, Chennai, Ahmedabad , Trichy
- Escorts Heart Institute & Research Centre, New Delhi
- Fortis Hospital, chennai
- Wockhardt Hospitals, Mumbai, Bangalore
- Arvind Eye Hospitals, Madurai
- Manipal Heart Foundation, Bangalore
- Mallya Hospital, Bangalore
- ShankaraNethralaya, Chennai
- NarayanaHrudayalaya, Bangalore
- Indraprasth Apollo Hospital, New Delhi
- Tata Memorial Hospital, Mumbai
- Hiranandani Hospital, Mumbai
- AIIMs, New Delhi
- KG Hospital, Coimbatore
- Ruby General Hospital, Kolkata, West Bengal.



REASONS FOR HAVING CHOSEN INDIA FOR MEDICAL TOURISM

Quality care, comparatively cheaper services likened to the west, package treaties and cheap services from the tourism and hospitality sectors and the choices offered by holistic medicine are medical tourism's biggest attraction in India. The price differentials of immeasurable procedures for Singapore and India with the west expose the economic advantage offers to concerned patients by Asia (table -1). This is the most imperative factor in promoting medical tourism even though along with the finest medical treatment, a patient also has a chance to discover India through secure travel facilities for tourism and pilgrimage.

- Ancient Civilisation with rich heritage of cultural legacy.
- Involving with foreign insurance companies and agents for those taking treatment in India.
- Most advanced system in the field of Medical education.
- Exciting democracy; freedom for inhabitants.
- Medical treatment given is equal with other major countries besides being very cheap.

Table 1.

COST COMPARISON BETWEEN INDIA, USA, THAILAND AND SINGAPORE

(Approximate figures in US dollars)

SURGERY	USA	INDIA	SINGAPORE	THAILAND
Heart Bypass	144000	8500	13500	24000
Angioplasty	57000	5000	11200	13000
Heart Valve	170000	9000	12500	11000



Replacement				
<i>Hip Placement</i>	50000	5800	9200	12000
Hip Resurfacing	50000	8000	12100	16000
Knee Replacement	50000	6200	11000	10000
Spinal Fusion	100000	5500	9000	7000
Dental Implant	2000-10000	700	2900	3000
Lap Band	30000	7500	12000	12000
Breast Implant	10000	4500	5400	4500
Rhinoplasty	8000	3500	2700	3400
Face Lift	15000	5000	5000	6600
Hysterectomy	15000	2300	6000	4500

Source: Medical tourism magazine and Deloitte report

According to table-1 India offers world class treatment at very affordable prices which is comparatively very high in USA .The Indian healthcare industry is growing at a very high pace and it is expected that the sector will touch US\$238.76 billion by 2020.

- The quality of service providers and equipment being used are both cheapest and scientific.
- Of late Hospitals in India are being started investing in infrastructure and apparatus to make it globally competitive in order to attract patients from under developing nation.
- Many hospitals in India are accredited by global accreditation agencies.
- Languages have no bar in Tamilnadu.



- India is also a good centre for alternative medicine (i.e. Ayurvedic treatment, Homeopathy etc.)
- Most of the top cities in India are connected by Air with prominent cities.

CHALLENGES OF MEDICAL TOURISM INDUSTRY

- Policies of Governments in different states are not in consonance with policy of the central government as far as Medical Tourism Industry is concerned.
- Medical Tourism Industry is not in the priority of government in fostering the same.
- The industry in India is not prepared to counter cut throat competition from Malaysia, Singapore, Thailand, and Indonesia.
- Most of the hospitals are not hygiene.
- Medical care for foreigners is not covered by any insurance schemes.
- International Accreditation is not present.
- Laxity of fair costing system across the nation.
- Each state in India is different in approaching foreign Medical Tourists.
- Health Care Service providers, Airlines Operators and Hotels are the major players in Medical Tourism industry in India. Co-ordination between them is not in vogue.
- The economy has not prioritised Health Care Organisation in nurturing the flow of investment in this lucrative industry.
- Most of the hospitals in India are not having concern to take care of the food management for foreign tourists.



ECONOMIC BENEFITS OF INDIAN MEDICAL TOURISM INDUSTRY

After Software industry, Medical Tourism industry is in limelight as its contribution to the economy is progressive. Nearly 4 Lakhs foreign patients visited India in the year 2013 as against meagre 10000 in the year 2000. Apollo hospitals alone has treated nearly a Lakh of foreign patients in the year 2013. Most important health performers in India such as Apollo and Fortis have specified 10 percent of their revenues from the health tourism sector. According to the industry body ASSOCHAM said that in 2008 the size of the industry was estimated at Rs.1500 crores and it would grow into Rs.9500 crores business by 2015, with an annual growth rate of 30 percent. About 1.8 lakh foreigners visited India for treatment in the eight and a half months of the current fiscal and their number would increase by 22% to 25% in the coming years.

GROWTH OF HEALTHCARE INDUSTRY

During 2008-20 the market is expected to touch US\$ 160 billion by 2017 and US\$ 280 billion by 2020.

YEAR	Health care sector growth trend (US billion\$)
2010	59.5
2011	68.4
2012	72.8
2014	81.3
2015	100
2017F	160
2020F	280



Source: Frost and Sullivan, LSI Financial Services, Deloitte, TechSci. Research

www.ibef.org/industry/healthcare-india.aspx

Note E- Estimate F- Forecast, CAGR- Compound Annual Growth Rate.

POLICY IMPLICATIONS

- Corporate hospitals in metropolitan and smaller cities like Pune, Goa, and Ahmedabad have brought in five star facilities and hi-tech medicine.
- Hi-Tech medical equipments should be imported to make health care facilities at par with international standards in both developed and under developing countries across the globe.
- Medical Tourism should be treated as a trade which yield huge foreign exchange and policies of government should be in consonance with the means pre-requisite for supporting corporates in investing directly in infrastructure.
- The government should encourage performers in Medical Tourism industry, either directly or indirectly, to invest, nurture and expand their business.
- All major Medical Health Care centres should be connected by air to make availability of direct International flights.
- For promoting Medical Tourism, packages need to be arranged with the concerted efforts of travel Industry and tour operators along with Hotel Accommodation, and Hospital industries on treatment basis of major illness to subsidise cost up to 80 percent of costs compared to the cost for the same treatment in USA.
- Both of the rating agencies, CRISIL and ICRA, grade hospitals by providing certification. In the same way JCI – Joint



Commission International, which certify standards in terms of treatment and infrastructure in cosmopolitan standards should also press their certification for corporate hospitals in India.

- Accreditation to mid-range hospitals should be made available with less initial cost and recurrent costs to avoid financial crunch.
- Out of 15000 hospitals in India, around 575 hospitals only have the potential to be part of accredited healthcare hub.
- Medical Tourism sites should be made available with all the necessary information. Both Central and State tourism departments make efforts to get Medical Tourism under the “incredible India” slogan to make it a cynosure for foreign tourists.
- Medical visas should be made available to foreign tourists both hassle free and without encroaching their valuable time. Extension of VISA should be made available keeping in view of the conditions of the patients. Like four-entry medical VISA 42-A category more avenues should be made available to foreign tourists to encourage Medical Tourism.
- Holistic centres with yoga and meditation facilities should be made in hospitals to attract Medical Tourists from abroad with the aim to make them feel satisfied by shaping the environments conducive for them to feel the touch of native Indian tourists attractions.
- Hospitals in private sector should give prominence in shaping the healthy environments for foreigners in international standard to make them feel homely.
- For the convenience of foreign tourists, language interpreters and tourist guides should co-ordinate with authorities in



Hospitals to fill the gap of laxity of communication channels with Medical Tourists.

- Major Private Hospitals should tie up with international agencies in promoting health care products for foreigners.
- Insurance firms should tie-up with insurance companies across the border to cover Medical Tourists visiting India for healthcare facilities.
- Insurance sectors should provide several innovative products for Medical Tourists.
- Medical and Insurance fraud should be removed by Corporates in Healthcare sector to encourage providing insurance products by insurance firms.

CONCLUSION

One study says, Indian Medical Tourism in India has been growing at around 32percent annually. Many patients from North America and Europe are heading towards India for treatment for major ailments. The awareness of the lucrative potential of the Medical Tourism Industry in bringing foreign exchange to the nation and its impact on the economy of the nation, alert policy makers at the central government to make concerted efforts with state governments to take positive steps.

Many operators in the Medical Tourism Industry are starting to provide packages to international tourists by co-ordinating efforts with airlines, tourist's guides, air-conditioned accommodation providers and also making arrangement for providing International standard food cuisine etc. Keeping in view the contribution being made by Medical Tourism Industry to the nation's GDP, the policy makers are constantly putting efforts to make co-ordination between Health Tourism Sector, Hotel Industry, and Aviation Industry. This in turn



shapes the environment for creating job opportunity to the large extent.

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IDENTIFICATION OF CURRICULUM GAP AND INNOVATIVE VALUE ADDED COURSESFOR POS ATTAINMENT IMPROVEMENT IN OBE MODEL

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Abstract:

Identifying the curriculum gap is a significant step in the processes of offering the Outcomes Based Education(OBE) to advance in the quality education. Programme Outcomes attainment indicate the learning extent / performance of the OBE student under Knowledge, Skill and attitudecomponents. It is highly required to put effort towards attainment of POs with high correlation target. At the same time it is dire need to take deep insight into the industry happenings to understand contemporary issues and address them innovatively with societal and industry concern. In this connection, curriculum gap identification is significant, leading to gap filling by offering value added courses/ add-onsadopting different teaching/learning methods innovatively. In addition, Curriculum gap analysis may lead to redesign of the curriculum which reduces the gap to a larger extent and hence enhances the PO attainment. On the other hand, there is always scope for curriculum gap identification, gap filling and to plan further improvement of PO attainment.

In this paper, the processes of identifying the curriculum gap is presented and further Value added Courses/ add-ons suggested are innovative can enhances improvements in PO attainment.

Key words: Curriculum Gap, Outcomes based education, programme outcomes, innovative, Collaborative Teaching methods, and Bloom's taxonomy.

1. Introduction:

Curriculum can be seen as a framework to achieve certain goals and objectives in education arena. **Curriculum** is the comprehensive set of taught material in a school system. It is doctrinaire as opposed to the 'descriptive' **syllabus**, which is the outline of topics covered. The syllabus describes the means to achieve prescribed objectives of the system in the curriculum. If the **curriculum** prescribes the objectives of the system, the **syllabus** describes the means to achieve them. The term, 'curriculum' is derived from the Latin word "Currere" which means to run/to proceed. Currere refers to the 'course of deeds and experiences through which children grow to become mature adults. Curriculum without goals and objectives is like a unidirectional schooling with unnecessary spending of resources and at the end of the schooling/graduation student will not able to face the outside world.

Curriculum is the concern of several stakeholders such as University, teachers, students, parents and employers. Parents are eager to know the benefits of studying particular curriculum. University and teachers are concerned about what type of curriculum should we offer to learners? Students concern is to know what type of content is going to offer in classrooms [1][2][3].

With the changing and challenging realities added by globalization, it is required to shift from knowledge transmission to enhancing skills/competencies through learning experience. This development brings enough scope for curriculum gap identification and filling through many innovative teaching/learning methods. Today, curriculum gap identification should indicate the skill/competencies to be acquired/developed that would enable the individuals to meet the demand of the future work place [5].

It is very difficult to design the curriculum which offer expected knowledge, skill and Attitude/behaviour which are in phase with

industry. This challenge is due to constant changes happening in the industry. In other words, it is difficult to find the curriculum that can make students industry ready. Therefore, it is highly essential to identify the curriculum gap and cover the gaps so that student will be industry ready at the end of the programme. Identifying the curriculum gap is a on-going processes and need to be eternally on. Curriculum designed has to be verified to know whether the end product will be as expected by the outside world. If the components /courses/topics required are not present and if they are essential to attain programme outcomes and required to be successful in the future profession, then such components/topics can be called as elements of curriculum gap. If the programme is not autonomous, then teachers hardly feel the ownership of the curriculum. In such cases, University curriculum has to be taken as minimum standard and add-ons are necessary. A course coordinator should not offer routine classroom lecturing; he has to adopt innovative and collaborative/cooperative learning methods which create interested learning groups.

As mentioned in [1], the enumeration of the definitions, thus, can be illustrated in algebra equations as follows:

1. Curricula as a set of *objectives = goals or objectives*
2. Curricula as *courses of study or content = content + goals*
3. Curricula as *plans = content + goals+ teaching methods*
4. Curricula as *documents = content + goals + methods + assessment*
5. Curricula as *experiences = content + goals + methods + assessment + extracurricular activities and learning environment + hidden curriculum + cultures*

Another challenge in the curriculum design is to have all elements to attain the programme outcomes. This challenge is due to several constraints such as time/ no. of years for graduation, lack of



skills/competencies even in facilitators. In this connection, if curriculum elements required to attain POs through COs are not present, then such elements are treated as a part of the curriculum gap. Elements of the curriculum gaps may also be added as additional topics in the given syllabus which enables towards the attainment of POs. Course coordinator may decide this modification by discussing with Module Coordinator, Programme coordinator and Head of the department/experts. May also be get approved in the dept. advisory board consisting of Academic representatives (such as from IISc, IITs, IIITBs, Regional engineering Institutions), concerned representatives from Industry & Research labs, Alumni, Senior students and Senior professors of the programme. Every element either part of the curriculum or curriculum gap has to be offered to the students with goals, COs, targeted POs and teaching methods. It is necessary to align topic, goal/objectives, teaching and learning method and assessment methods. Curriculum design can be thought of an interactive open process. Since any given course has learning time bound, syllabus need to be covered in a given period of time (say 14 weeks in a semester) obviously there will be some gap. Purpose of gap analysis is to identify areas of improvement and completely gain the competency while attaining the POs with attainable target set. The curriculum syllabi and content must ensure the concise and adequate coverage of knowledge, skill, problem solving and attitude under which POs are segregated as shown in the below:

MCA Tier-II, PROGRAM OUTCOMES (POs)



Figure1. Segregation of MCA programme Outcomes into knowledge, skill and attitude group

In case of non-autonomous programme (For example, TIER-II) where university designs and decides, there may be large scope for gap identification. At large, curriculum gap identification can be done as shown in the Figure 2 and Figure3.

2. Processes of identifying the Gap

CURRICULAR GAP IDENTIFICATION STEP - 1

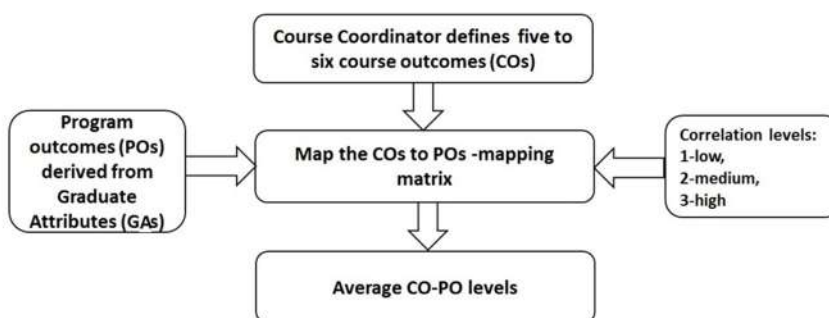


Figure 2: Step-1 of Curricular Gap Identification

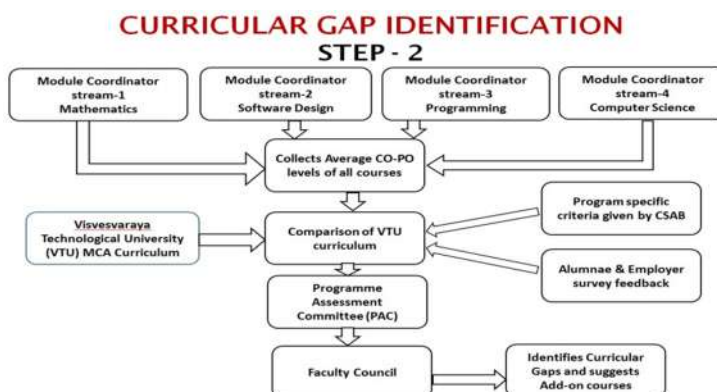


Figure 3: Step-2 of Curriculum Gap identification

3. Some definitions relevant to the study are:

Programme Outcomes (POs) – Programme Outcomes are narrower statements that describe what students are expected to know and be able to do upon graduation. These 12 POs relate to the skills, knowledge, and behaviour that students acquire in their matriculation through the programme.

Course Outcomes (COs) -- Course Outcomes are narrower statements that describe what students are expected to know, and be able to do at the end of each course. These relate to the skills, knowledge, and behaviour that students acquire in their matriculation through the course.

Table 1 Program outcomes derived from Graduate Attributes

Programme Outcomes	
PO1	Knowledge: Apply knowledge of computing fundamentals, computing specialization, mathematics and domain knowledge to provide IT solutions.
PO2	Analyse: Identify, analyse and solve IT problems using fundamental principles of mathematics and computing sciences.
PO3	Design/Develop: Design, Develop and evaluate software



	solutions to meet societal and environmental concerns.
PO4	Investigate: Conduct investigations of complex problems using research based knowledge and methods to provide valid conclusions.
PO5	Modern Tool: Select and apply appropriate techniques and modern tools for complex computing activities.
PO6	Ethics: Understand professional ethics, cyber regulations and responsibilities.
PO7	Life Long Learning: Involve in life-long learning for continual development as an IT professional.
PO8	Project Management and Finance: Apply and demonstrate computing and management principles to manage projects in multidisciplinary environments by involving in different roles.
PO9	Communication Efficacy: Comprehend & write effective reports and make quality presentations.
PO10	Societal and Environment Concern (SEC): Understand the impact of IT solutions on socio-environmental issues.
PO11	Individual and Team Work: Work collaboratively as a member or leader in multidisciplinary teams.
PO12	Innovation and Entrepreneurship (IE): Identify potential business opportunities and innovate to create value for the society and seize that opportunity.

A syllabus of the programme cannot cover everything that you wanted to offer to your students. If programmes are autonomous, you can design your own syllabus whereas in a Tier-II programme that is when programme syllabus is designed by the University, it is highly essential to identify the curriculum gap which offers several challenges in the processes of bridging the gap but essential.

At BMSIT&M, dept. of MCA has identified the curriculum gaps and trying to address the same to move towards the attainment of Programme Outcomes(POs).The POs shown in the Table-1 are derived from graduate attributes given by NBA and targeted to be achieved by



the MCA students at the end of the programme. The activities planned to cover curriculum gap can also fulfil to certain extent the expectation of the industry.

Table-2. Teaching/Learning methods that can be adopted innovatively for PO improvement

Recommended/Suggested Approaches for Improvement of PO Attainment	
Flipped Class: Apply, Analyse, Design/Develop, Life long Learning and Communication POs: 1, 2, 3, 7 and 9	Poster presentation: Apply, Analyse, Design/Develop, Communication and Individual & Teamwork POs: 1, 2, 3, 9 and 11
Blended learning (PDC): Apply, Analyse and Design/Develop POs: 1, 2 and 3	Mini Projects: Apply, Analyse, Design/Develop, Investigation, Modern tool, Ethics and Communication POs: 1, 2, 3, 4, 5, 6 and 9
Industrial interaction / visits: Design/Develop, Modern tool, Life long Learning, SEC and IE POs: 3, 5, 7, 10 and 12	Case study: Apply, Analyse, Design/Develop, Life long Learning, Communication and SEC POs: 1, 2, 3, 7, 9 and 10
PBL: Apply, Analyse, Design/Develop, Investigation, Modern tool, Ethics, Life long Learning, Communication, Individual & Teamwork and IE POs: 1, 2, 3, 4, 5, 6, 7, 9, 11 and 12	Design Contest: Apply, Analyse, Design/Develop and Modern tool POs: 1, 2, 3, and 5
MCQs: Apply, Analyse and Design/Develop POs: 1, 2 and 3	Project Exhibition: Modern tool, Ethics, Communication, SEC and Individual & Teamwork POs: 5, 6, 9, 10 and 11
Think pair share: Apply, Analyse, Design/Develop and Individual & Teamwork POs: 1, 2, 3 and 11	Student paper publications: Apply, Analyse, Design/Develop, Modern tool, Ethics, Life long Learning, Communication, SEC, Individual & Teamwork and IE POs: 1, 2, 3, 5, 6, 7, 9, 10, 11 and 12

Table-3. Teaching/Learning methods that can be adopted innovatively for PO improvement

Recommended/Suggested Approaches for Improvement of PO Attainment	
Seminar: Ethics, Life long Learning, Communication, SEC and IE POs: 6, 7, 9, 10 and 12	Workshop: Apply, Analysis, Design/Develop, Modern tool, Ethics, Life long Learning, Individual & Teamwork and IE POs: 1, 2, 3, 5, 6, 7, 11 and 12
Expert Talk: Ethics, Life long Learning, PMF, communication, SEC and IE POs: 6, 7, 8, 9, 10 and 12	Project Work: Apply, Analysis, Design/Develop, Investigation, Modern tool, Ethics, Life long Learning, PMF, Communication, SEC, Individual & Teamwork and IE POs: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11 and 12
Online Courses: Apply, Analysis, Design/Develop, Ethics, Life long Learning and Communication POs: 1, 2, 3, 6, 7 and 9	



4. Value Added Courses/Add- Ons for PO attainment improvements

Following teaching/learning method can be adopted to offer in the form of Courses which are generally thought as events by setting learning outcomes and mapping them to POs, identifying delivery mode/method and assessing those using appropriate tools.

Events/Courses can be organized/offered to fulfil the gap are:

A). **Expert Talks:** Invite experts from the industry to deliver sessions on topic addressing the POs such as , i) Project management and finance, ii) Societal and Environmental Concern and iii) Innovation and Entrepreneurship. These invited expert talk from the industry cover contemporary issues even catering the needs of industry requirements and ignite curiosity in the students to learn that technologies to be at par with industry expectations by the time they graduate.

The topic of the expert talk is decided by keeping the uncovered topics of the VTU syllabus in mind and making deliberation on the relevance of the topic and POs it addresses. The committee members of expert talk includes, Head of the Department (HOD), Programme coordinator, Expert from industry and Faculty coordinator in decision making. To know the impact of the activity, along with regular feedback of the participants, online quiz can be conducted/assignments may be given which serves as Assessment Tools. Suitable questions can be set which helps in evaluating the students' performance and attainment of COs/POs. Expert Talk can be treated as a Course, defining objectives and outcomes, hence it can have COs mapping to POs, use appropriate tool to assess the students' performance, measure PO attainment through COs attainment.



B).Online Courses:Suggest and motivate students to take appropriate online certification programs like NPTEL/ MOOCs to keep the students updated with the drastic changes in technology and gain in depth knowledge which enables the students to acquire different skills of Bloom's cognitive levels such as Applying and Analysing [4]. The online courses can be offered to the students as optional assignments. Course coordinator can make decision such as exempting the students from routine ordinary writing assignment for the students who successfully completes with certificate. And an optimal weightage can be given in the Internal Assessment. Depending on the objectives of the Course/ content delivered and Blooms cognitive level of the assignment, it can be mapped to POs.**Online courses/examinations should be taken by every OBE teacher/student to be in phase with outside world.**

C).Adding Modules/ Topics: Curriculum gap at the course level should be identified and extra modules/additional topics may be introduced, new CO can be defined for that module/topic and can be mapped to POs which can't be attained through the prescribed curriculum. Since no University restricts us from doing additional activities which are useful in building the student career, University syllabus can be thought of as a minimum target.Additional Modules/topics may be decided by the course coordinator in consultation with module coordinator, Programme coordinator, HOD and based on the feedback of Alumni and Employer/ industry during interaction. Further, course coordinator can get it approved in the meeting of Board of studies/ department advisor board(DAB). DAB consists of representatives from Academia such as professor from IITB, IISc , industry, research institute/ R&D in industry, Alumni and parents.

D).Partial Delivery of Courses from Adjunct Faculty : Certain advance topics in the selected course which has very high relevance



/application in industry are identified. Such topics which are part of the syllabus can be delivered by the adjunct faculty who handled/ handling related projects in industry. Such expert motivates students to learn the courses and bring in the confidence towards competency enhancement. The PDC syllabus delivered by industry experts can be divided in the ratio of 20:80 in which 20% is within the syllabus and 80% should be beyond the syllabus which is extension of the topic identified. In PDC sessions, course coordinator participates and learn interested topics, jointly evaluates assignments and mentor the projects given by the Adjunct faculty. This course can also be mapped to certain POs. Students performance will be evaluated from the industry perspective and should be evaluated to make the impact analysis for PO attainment.

E).Acquiring Skills: New skills required and to be acquired by the students for the industry readiness/ internships should be provided through conducting workshops with hands-on-sessions in the new technologies of high demand.

F).Value added courses(VAC): In VTU MCA syllabus, 2013-16, Course, Software Testing had been offered as elective theory. In industry there exists a lot of opportunities for the people having skill/competency in software testing. Therefore, it is essential to offer Lab as VAC which is not in the syllabus. Lab may be offered where students learn to use contemporary tools used in testing software developed. A lesson plan may be designed for the VAC with COs/POs. Students performance may be continuously evaluated.

G). Industrial Lab: Establish industry attached labs to make the students work on industry problems and understand the applicability of their theoretical knowledge in the context of business applications. By having a MOU with related company, a close interaction may help the



course coordinator to orient the delivery content from the industry perspective.

H).Train the trainer program: In association with the software companies to make the faculty members competent in teaching the new technologies/contemporary tools which may not be in the curriculum. However, Technologies / tools are required to carry out the industry projects.

I).Focused Seminar Series (FSS):To improve the knowledge on the topics beyond the syllabus including contemporary issues, every student is encouraged to access various resources, organize information collected logically in a sequence, prepare the seminar report and make power point presentation and present it to seminar coordinators/evaluators. Based on the Rubrics defined, Seminar presented by the Individual students can be evaluated. FSS can be mapped to POs through COs.

Students seminar topic can fall under the themes of professional ethics, project management and finance, societal and environment concern. By treating Seminar as a course, COs can be defined, for example:

CO1:Write logically organized report and give oral presentations related to the topic selected.

CO2: Develop confidence for self- education and life-long learning.

CO3: Acknowledge the sources of information accessed for developing the seminar report to maintain academic integrity.

FSS encourages self- learning, brings ability to adapt to life- long learning and enhances communication skill and understand professional ethics. Students seminar topic can fall under the themes of ethics, project management.



J).Open ended problems: To bring the ability to solve IT problems, open ended problems may be offered in the Course which maps to POs such as Innovation and Entrepreneurships and strengthens skills such as apply, analyse , design and investigate complex problems. These open ended problems can be offered as part of the Lab courses, Mini-project courses and Value added Courses (VACs).

5. Conclusion:

Curriculum gap identification may lead to curriculum redesign. Since it is very difficult or almost impossible to stuff everything required to attain POs curricular,co-curricular and extra-curricular activities can be helpful to fill the gap and thereby move towards improvement in attainment of POs. It is very essential to offer VACs to reduce the gap.

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FULL FILLMENT RIGHT TO EDUCATION AND ITS IMPLEMENTATION

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Andhra Pradesh

Abstract

The right to education is a universal entitlement to education. This is recognized in the International Covenant on Economic, Social and Cultural Rights as a human right that includes the right to free, compulsory primary education for all, an obligation to develop secondary education accessible to all, in particular by the progressive introduction of free secondary education, as well as an obligation to develop equitable access to higher education, ideally by the progressive introduction of free higher education. The right to education also includes a responsibility to provide basic education for individuals who have not completed primary education. In addition to these access to education provisions, the right to education encompasses the obligation to rule out discrimination at all levels of the educational system, to set minimum standards and to improve the quality of education. In a wider sense education may describe "all activities by which a human group transmits to its descendants a body of knowledge and skills and a moral code which enable the group to subsist". In this sense education refers to the transmission to a subsequent generation of those skills needed to perform tasks of daily living, and further passing on the social, cultural, spiritual and philosophical values of the particular community.

Key words : Compulsory Education, OER ,Implementation of Right to Education ,



INTRODUCTION :

The wider meaning of education has been recognized in Article 1(a) of UNESCO's 1974 Recommendation concerning Education for International Understanding, Co-operation and Peace and Education relating to Human Rights and Fundamental Freedoms.

"The entire process of social life by means of which individuals and social groups learn to develop consciously within, and for the benefit of, the national and international communities, the whole of their personal capabilities, attitudes, aptitudes and knowledge".

. Education policy are the principles and government policy-making in the educational sphere, as well as the collection of laws and rules that govern the operation of education systems. Education occurs in many forms for many purposes through many institutions. Examples include early childhood education, kindergarten through to 12th grade, two and four year colleges or universities, graduate and professional education, adult education and job training. Therefore, education policy can directly affect the education people engage in at all ages.

Examples of areas subject to debate in education policy, specifically from the field of schools, include school size, class size, school choice, school privatization, tracking, teacher education and certification, teacher pay, teaching methods, curricular content, graduation requirements, school infrastructure investment, and the values that schools are expected to uphold and model.

ASSESSMENT OF FULFILLMENT :

The fulfilment of the right to education can be assessed using the 4 As framework, which asserts that for education to be a meaningful right it must be available, accessible, acceptable and adaptable. The 4 As framework was developed by the former UN Special Rapporteur on the Right to Education, Katarina Tomasevski, but is not necessarily the



standard used in every international human rights instrument and hence not a generic guide to how the right to education is treated under national law.

The 4 As framework proposes that governments, as the prime duty-bearers, have to respect, protect and fulfill the right to education by making education available, accessible, acceptable and adaptable. The framework also places duties on other stakeholders in the education process: the child, which as the privileged subject of the right to education has the duty to comply with compulsory education requirements, the parents as the 'first educators', and professional educators, namely teachers.

The 4 As have been further elaborated as follows:

➤ Availability – funded by governments, education is universal, free and compulsory. There should be proper infrastructure and facilities in place with adequate books and materials for students. Buildings should meet both safety and sanitation standards, such as having clean drinking water. Active recruitment, proper training and appropriate retention methods should ensure that enough qualified staff is available at each school.

Accessibility – all children should have equal access to school services, regardless of gender, race, religion, ethnicity or socio-economic status. Efforts should be made to ensure the inclusion of marginalized groups including children of refugees, the homeless or those with disabilities in short there should be universal access to education i.e. access to all. There should be no forms of segregation or denial of access to any students. This includes ensuring that proper laws are in place against any child labour or exploitation to prevent children from obtaining primary or secondary education. Schools must be within a reasonable distance for children within the community, otherwise transportation should be provided to



students, particularly those that might live in rural areas, to ensure ways to school are safe and convenient. Education should be affordable to all, with textbooks, supplies and uniforms provided to students at no additional costs.

- Acceptability – the quality of education provided should be free of discrimination, relevant and culturally appropriate for all students. Students should not be expected to conform to any specific religious or ideological views. Methods of teaching should be objective and unbiased and material available should reflect a wide array of ideas and beliefs. Health and safety should be emphasized within schools including the elimination of any forms of corporal punishment. Professionalism of staff and teachers should be maintained.
- Adaptability – educational programs should be flexible and able to adjust according to societal changes and the needs of the community. Observance of religious or cultural holidays should be respected by schools in order to accommodate students, along with providing adequate care to those students with disabilities.

COMPULSORY EDUCATION :

The realisation of the right to education on a national level may be achieved through compulsory education, or more specifically free compulsory primary education, as stated in both the Universal Declaration of Human Rights and the International Covenant on Economic, Social and Cultural Rights. A number of international NGOs and charities work to realise the right to education using a rights-based approach to development.

OPEN EDUCATIONAL RESOURCES :

OER are teaching, learning, and research resources that reside in the public domain or have been released under an intellectual property license that permits their free use or re-purposing by others.³ Open



educational resources include full courses, course materials, modules, textbooks, streaming videos, tests, software, and any other tools, materials, or techniques used to support access to knowledge.

IMPLEMENTATION OF RIGHT TO EDUCATION:

Presently, both the government and the private sector provide elementary education (Class I to VIII) to children. Schools can be owned or aided by the government or they can be private (unaided). Private schools have to be run by charitable societies or Trusts (non-profit entities). Currently, there are 787,827 primary schools (Class I to V) and 325,174 middle schools (Class VI to VIII).

- Article 21A of the Constitution makes it obligatory on the State to provide free and compulsory education to children between the age of 6 and 14 years. This is enforceable in court since it is part of the Fundamental Rights. In order to give effect to this right, the Parliament enacted the Right of Children to Free and Compulsory Education Act in 2009. The Act lays down the minimum norms that schools have to follow, mainly related to pupil-teacher ratio, buildings and infrastructure, school working days and teacher qualifications.

KEY FEATURES OF THE ACT :

- Every child between the age of 6 and 14 years has a right to free and compulsory education in a neighborhood school.-
- The Act makes it mandatory for all schools to meet some minimum norms. Government schools have to meet the student-teacher ratio. Other schools require a certificate of recognition, which shall be granted if the school satisfies certain norms such as student-teacher ratio, infrastructure, and qualification of teachers (existing schools shall have three years to comply). Schools, which do not meet the norms shall be shut down. In



case a school is run in violation of the norms, it shall be liable to a fine.

- Government schools have to provide free and compulsory education to all admitted children. For aided schools, the extent of free education would be proportionate to the funding received, provided that a minimum of 25% seats are reserved for disadvantaged students.
- All other schools (including unaided schools) have to reserve at least 25% of seats for the students from SCs, STs, low-income and other disadvantaged or weaker groups (including children with disabilities). Unaided schools shall be reimbursed for either their tuition charge or the per-student expenditure in government schools, whichever is lower.
- The Act prohibits physical punishment or mental harassment, screening procedures for admission of children, capitation fees, private tuitions by teachers, and running schools without recognition. It also prohibits children from being held back in class, or expelled, or being required to pass a board examination until the completion of elementary education.
- -The fund sharing pattern between the centre and the states is in the ratio of 65:35 from 2010-11. The sharing pattern for North-Eastern states is 90:10.

Most Acts 'delegate' the power to make rules and regulations for operationalising the law to the executive (Ministry). The central government notified the Right of Children to Free and Compulsory Education Rules 2010 on April 9, 2010, which are applicable to all schools under the central government, and in the five Union Territories without legislatures.



The Rules define the limits of a neighborhood and make it mandatory for the local authority to maintain list of children within its jurisdiction. They also prescribe the composition of the School Management Committee to be formed in government schools (75% of the Committee shall be composed of parents or guardians of children). Private schools shall reserve 25% of the seats for disadvantaged children. These children cannot be segregated from the other children nor can their classes be held at a different time. All private schools have to be recognised before they can start operation. Recognition is contingent upon meeting the minimum standard laid down in the Act. Existing private schools have to meet the norms within three years of commencement of the Act. If they are not compliant after three years, they shall cease to function. Government schools under the central government have to meet only two conditions: the minimum qualification for teachers and the Student-Teacher Ratio. For schools in all states (other than schools under the central government), the power to make rules is delegated to the state government. The central government circulated Model Rules for the RTE Act to the states. All state governments, except Goa, have notified the state RTE Rules. Delhi and Puducherry have also notified them. Most of the states have notified similar Rules with a few variations. We list some of the variations.

Andhra Pradesh: The break-up of the 25% quota among the various disadvantaged groups have been included in the Rules. Scheduled Castes: 10%; Scheduled Tribes: 4%; Orphans, disabled and HIV affected: 5% and children with parents whose annual income is lower than Rs 60,000: 6%.

Rajasthan: Private schools either have to be affiliated with a university or recognised by any officer authorised by the state government.

Karnataka: In addition to the minimum norms under RTE Act, private schools have to comply with the Karnataka Education Act, 1983.

Gujarat: In cases where existing recognised schools are not able to meet the infrastructure norms, such school may be given the option of demonstrating that they achieve certain learning outcomes, both in terms of absolute levels and as improvement from previous years.

Uttar Pradesh: The government shall pay per child reimbursement to the school after it gives a list of children with their Unique Identity Number and other details.

Kerala: The local authority has to maintain a record of all the children (0-14 years) within its jurisdiction. It shall also maintain the Unique Identity Number of every child, as and when issued by the competent authority, to monitor his enrolment, attendance and learning achievements.

Haryana: The Rules defines textbooks, uniform and writing material. It states that Hindi is to be the preferred medium of instruction in all schools. For using other language, permission of Director, Elementary Education Dept is required (to be given within 45 days or deemed to be granted).

CONCLUSION :

Education policy analysis is the scholarly study of education policy. It seeks to answer questions about the purpose of education, the objectives (societal and personal) that it is designed to attain, the methods for attaining them and the tools for measuring their success or failure. Research intended to inform education policy is carried out in a wide variety of institutions and in many academic disciplines. Important researchers are affiliated with departments of psychology, economics, sociology, and human development, in addition to schools



and departments of education or public policy. International law does not protect the right to pre-primary education and international documents generally omit references to education at this level. The Universal Declaration of Human Rights states that everyone has the right to education, hence the right applies to all individuals, although children are considered as the main beneficiaries.

The rights to education are separated into three levels:

- Primary (Elemental or Fundamental) Education. This shall be compulsory and free for any child regardless of their nationality, gender, place of birth, or any other discrimination. Upon ratifying the International Covenant on Economic, Social and Cultural Rights States must provide free primary education within two years.
- Secondary (or Elementary, Technical and Professional in the UDHR) Education must be generally available and accessible.
- Higher Education (at the University Level) should be provided according to capacity. That is, anyone who meets the necessary education standards should be able to go to university.

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ROLE OF MGNREGA FOR THE UPLIFTMENT OF SCHEDULED CASTE AND SCHEDULED TRIBE PEOPLE WITH REFERENCE TO THE SRIKAKULAM DISTRICT OF ANDHRA PRADESH

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Abstract:

Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA) is the flagship programme of the Government that directly touches lives of the poor and promotes inclusive growth. The scheme implemented by the government which promote the economic and social welfare of Scheduled castes. The Act aims at enhancing livelihood security of households in rural areas of the country by providing at least one hundred days of guaranteed wage employment in a financial year to every household whose adult members volunteer to do unskilled manual work. The present study hypothesized that the new employment scheme (MGNREGS) shall fill the gap of seasonal unemployment, subsistence incomes, brings out qualitative change in food consumption package, promotes welfare of women and children, reduces debt burden, and hence improves overall livelihoods of rural poor households especially in Scheduled Castes and Scheduled Tribes.

Key Words: Rural Employment, Inclusive growth, Poverty, Social Progress, Welfare, Livelihood, Scheduled Castes and Scheduled Tribes

Introduction: Poverty and unemployment have been the chronic progress of India since long. Their reduction has been one of the major goals of India's development planning since the beginning of the planning era in 1951-52 and the planning process has been sensitive to the needs of the Scheduled Caste and Scheduled Tribe People. The National Rural Employment Guarantee Act (NREGA) was enacted on



7th September 2005 is a landmark legislation which empowers the rural population with the legal right to demand work. The Act aims at enhancing livelihood security of households in rural areas of the country by providing at least 100 days of guaranteed wage employment in a financial year to every household shows adult members who volunteer to do unskilled manual work. The National Rural Employment Guarantee Scheme (NREGS) is particularly an obvious target for convergence with rural livelihood programmes. The Srikakulam district is one of the leading districts relating to the implementation of NREGS in the state of Andhra Pradesh. The NREGS is carrying in a big way in all the 38 Mandals of the Srikakulam district. This programme is effectively implementing by 1104 grampanchayats which covers 4370 habitations.

Objectives and Hypothesis: The present study is undertaken keeping in view the following major objectives, viz.

1. To analyze the different issues relating to the upliftment of Scheduled Caste and Scheduled Tribe people through MGNREGS Activities in the study area.
2. To examine the impact of MGNREGS activities on the major economic conditions of the selected sample beneficiary households during the period of Pre-NREGS and Post-NREGS.
3. To examine the impact of NREGS activities on poverty levels of Scheduled Caste and Scheduled Tribe households.

Methodology: Both primary and secondary data were collected for the present study for drawing inferences and arriving at conclusions, keeping in view the objectives of the study. To select sample households, multi-stage random sampling method has been used in the present study. In the first stage, Srikakulam district is selected because the performance of NREGS activities is quite in progress in the district. In the second stage from the three existing divisions of the district from



each division two mandals are selected randomly. From the Srikakulam division Gara and Ranasthalam, from the Palakonda division Santhakaviti and Rajam and from Tekkali division Tekkali and Kotabommali are selected for the study. In the third stage from each selected mandal two villages are selected randomly. As a whole from the six selected mandals a number of twelve villages are selected. To examine the economic impact of the NREGS activities the economic conditions of the respondents before their entry into the NREGS activities, the information relating to their economic indicators prior to 2011-12 (Pre-NREGS period) are collected. To collect the data relating to the economic indicators of the respondents after their entry into the programme for the year 2012-13 (Post NREGS period) are collected.

Performance in the Study Area:

In this study an attempt has been made to examine the socio-economic characteristics of the sample respondents of the six sample mandals with special reference to important variables like income, expenditure, indebtedness and employment. The statistical information relating to all these socio demographic and economic indicators of the selected ample beneficiary households of the NREGS programme in the study area are collected for the year 2012-13 (during the post NREGS period).

The caste wise classification of the average annual income of the sample respondents in the study area is presented in Table - 1



Table -1
Caste-wise classification of Average Income of the Sample Respondents

(In Rupees)

SI. No.	Mandal	Beneficiaries		
		SC	ST	Average
1	Srikakulam Division			
	Gara	17900	15300	16600
	Ranasthalam	16500	13900	15200
2	Palakonda Division			
	Santhakaviti	16200	14800	15500
	Rajam	16300	13700	15000
3	Tekkali Division			
	Tekkali	16800	14500	15650
	Kotabommali	15600	14200	14900
Sample average		16550	14400	15475

Note: SC = Scheduled castes, ST = Scheduled Tribes,

Figures in parentheses indicate percentages to total,

Source: Field survey data 2012-13

From the above table it can be noticed that the average annual income of all the respondents registered as Rs. 15,475. The average annual income of the Scheduled Tribe respondents recorded low of Rs. 14,400 and the average annual income of the Scheduled Caste respondents recorded at 16,550. It can be noticed that both the Scheduled Caste and Scheduled Tribe people income is high in Gara mandal of Srikakulam division. The caste-wise classification of the



annual average expenditure incurred by the sample respondents in the study area is presented in the following Table -2

Table - 2
Caste-wise Classification of the Average Expenditure of
Sample Respondents

(In Rupees)

SI. No.	Mandal	Beneficiaries		
		SC	ST	Average
1	Srikakulam Division			
	Gara	20100	17000	18550
	Ranasthalam	18500	15500	17000
2	Palakonda Division			
	Santhakaviti	18200	16400	17300
	Rajam	18400	14900	16650
3	Tekkali Division			
	Tekkali	19200	16200	17700
	Kotabommali	17500	15700	16600
Sample average		18650	15950	17300

Source: Field survey data 2012-13

From the above table it can be noticed that though the average annual expenditure of all the respondents registered as Rs17,300, among the respondents of two castes there are variations. The average annual expenditure of the ST respondents recorded a very low of Rs. 15,950 and the annual expenditure of the SC respondents recorded a very high of Rs. 20,100 in Gara mandal of Srikakulam division. The information regarding the caste-wise average debt per sample household is presented in the following Table – 3



Table – 3
Average Debt per Sample Household (Caste – wise)
 (in Rupees)

Sl.No.	Castes	Beneficiaries
1	Scheduled Castes	3996.00
2	Scheduled Tribes	2934.00
	Sample Average	3465.00

Source: Field survey data 2012-13

The above Table indicates that the average debt among the sample beneficiaries in the category of Scheduled Caste is Rs. 3,996, Scheduled Tribes is Rs. 2934. The average employment (man-days) of beneficiaries in the pre and post-NREGS period by caste-wise is presented in Table – 4

Table - 4
Per Beneficiary Average Employment (Man-Days) in the Pre and Post-NREGS Period by Caste – Wise
 (Mandays)

SI. No.	Castes	Pre-NREGS	Post-NREGS	Incremental employment	Percentage Variation
1	Scheduled Castes	116	178	62	53.45
2	Scheduled Tribes	113	173	60	53.09
	Sample average	114.5	175.5	61	53.27

Source: Field survey Data 2012-13

From the above Table, it is found that the average man-days of employment of the sample beneficiaries in the caste category of SCs is



recorded relatively higher the number of man days rose from 116 in the pre-NREGS period to 178 man-days in the post-NREGS period, the incremental employment is 62 man days. Whereas, and in respect of the category of STs, the incremental employment is 60 man days. The average net family income of sample beneficiaries in the pre and post NREGS period by caste-wise is presented in Table - 5

Table - 5

**Average Net Family Income of Sample Beneficiaries in
 The Pre and Post NREGS Period by Caste – wise
 (InRupees)**

SI. No.	Castes	Pre-NREGS	Post-NREGS	Increase in Value	Percentage Variation
1	Scheduled Castes	11604.00	16550.00	4946.00	42.62
2	Scheduled Tribes	10766.00	14400.00	3634.00	30.75
	Sample average	14077	15475	4290	36.68

Source: Field survey Data 2012-13.

The above Table reveals that the average net family income of sample beneficiaries of SCs in the pre NREGS was Rs. 11604 which rose to Rs. 16550 an incremental increase of Rs.4946 and percentage variation is recorded as 42.62. In the case of Scheduled Tribe beneficiaries in the pre NREGS average income is Rs. 10766 and post NREGS it increased to Rs. 14400 and the increase in value is Rs 3634 and percentage variation is 30.75. The additional income earned by the sample beneficiaries, as a result of their getting employed in NREGS works, enabled them to meet their basic needs and not to unduly depend on money-lenders. The average consumption expenditure (food



and important consumer items) of sample beneficiaries in the pre and post NREGS period by caste – wise is presented in Table - 6

Table - 6

Average Consumption Expenditure (food and important consumer items) of Sample Beneficiaries in the Pre and Post NREGS Period by Caste – Wise
(InRupees)

SI. No.	Castes	Pre-NREGS	Post-NREGS	Increase in Value	Percentage Variation
1	Scheduled Castes	13010	18650	5640	43.35
2	Scheduled Tribes	10596	15950	5354	50.53
	Sample average	11803	17300	5497	46.94

Source: Field survey Data 2012-13

From the above Table shows that, we find that the average consumption expenditure of the sample beneficiaries in the category of Scheduled Castes in the pre-NREGS was Rs. 13010 which rose to Rs. 18650 in the post NREGS period with an increase in value of Rs. 5640 with percentage variation 43.35, for Scheduled Tribes in pre NREGS it is Rs. 10596 during post NREGS it is Rs.15,950, the increase in value is Rs.5354 and the percentage variation is 50.53. It is evident from the analysis that the average consumption expenditure incurred by the sample beneficiaries is high in the post-NREGS period as compared to the pre-NREGS period. The average value of house-hold assets of the sample beneficiaries in the pre and post-NREGS period by Caste-wise is presented in Table - 7



Table - 7
Average Debt of Sample Beneficiaries in the Pre and Post
NREGS Period by Caste – wise
 (inRupees)

SI. No.	Castes	Pre-NREGS	Post-NREGS	Average Decrease	Percentage Variation
1	Scheduled Castes	5098.00	3996.00	1102.00	22.06
2	Scheduled Tribes	3946.00	2934.00	1012.00	25.64
	Sample average	4522	3465	1057	23.85

Source: Field survey Data 2012-13.

In the caste category of 'Schedule Castes' in the pre-NREGS period, the average debt was Rs.5098 whereas it was Rs.3946 in the category of 'Schedule Tribes'. The average debt decrease is Rs.1012 in the 'STs', Rs.1102 in the case of SCs. The total average debt of the sample beneficiaries with pre- NREGS period was high i.e., Rs.4522 which decrease to Rs.3465 in the post- NREGS period. High debt was incurred in the pre-NREGS period as the beneficiaries had to supplement their meager incomes by borrowing from moneylenders and land-lords at high rate of interest in order to sustain the families, celebrative ceremonies, meet educational expenditure and for the purchase of consumer goods. The reasons given by the sample beneficiaries for participation in NREGS works, by caste-wise is presented in Table-8



Table - 8
Reasons Given by Sample Beneficiaries for Participation
in NREGS Works by Caste-wise

Sl . N o.	Mand al	No other works availa ble	Timel y payme nt of wages	Proxim ity to the village	Work s of diffic ult of perfo rm	Availabi lity of continu ous work	Bett er wag es
1	Schedu led Castes N=114	114	109	99	88	75	41
2	Schedu led Tribes N= 49	49	45	38	33	24	31
	Total 163	163	154	137	121	99	72
	Rank	I	II	III	IV	V	VI

Source: Field survey Data 2012-13

From the above Table, it can be noticed that the three major factors, among the sample beneficiaries of different castes are also similar and they stated that timely payment of wages and works proximate to the villages are the main reasons for their participation in the NREGS works.

Impact of NREGS on the Poverty levels of SC s and STs:

In order to analyze the functional relationship and determinants of poverty, multiple regression models is employed in the present study.

$$Y = b_0 + b_1 LIT + b_2 PCY + b_3 DR + b_4 PAV + b_5 FS$$



Where Y= Percapita calorie intake (<2250) of households, LIT = Literacy of the head of the household, PCY= Per capita monthly income, DR = Dependency Ratio, PAV = Per capita asset value and FS= Family Size

Literacy of the head of the household is expected to have a positive correlation with the per capita expenditure, as the literacy helps to improve the income level. The variable LIT takes two values it takes the value zero if the head of household is literate and one if the head of household is illiterate. The other variables per capita income and per capita asset value are expected a positive sign. The variable dependency ratio is expected to have a negative sign since there exists an inverse relationship between dependency ratio and per capita calorie intake. The variable Family Size is also expected to have a negative relationship with the per capita calorie intake of the households.

An attempt is made to discuss about the impact of NREGS on SCs and STs of the selected households. The information relating to proportional decline of poverty levels and two different communities of the households is presented in Table -9

Table - 9
Community – wise Impact of NREGS on the Poverty Levels

Community	Total Sample Respondents	No. of Respondent Below Poverty line <2250 Calories (HH's)		Net Change
		Pre NREGS	Post NREGS	
SC	114 (27.14)	82 (71.93)	38 (33.33)	38.6
ST	49 (11.67)	35 (71.43)	18 (36.73)	34.7

Source: Field survey Data 2012-13



From the above Table it can be noticed that the implementation of NREGS has caused considerable proportional decline of 38.6 percent in case of SC Community households followed by households relating to STs (34.7%) communities.

Implementation of NREGS in the study Area:

The details relating to the provided wage employment in the Srikakulam district level during 2015-16 presented in the following Table 10

Table-10
The particulars wage Employment Provided

Sl.No.	ITEM	2015-16	Cumulative Since Inception
1	Household (Nos)	358797	490349
2	Individual (Nos)	576479	941310
5	S.C's (Nos)	62608	104559
6	S.T's(Nos)	61744	95776

Source: www.nrega.ap.gov.in

The above table shows that during 2015-16 under the NREGS programme in the Srikakulam district there are 3,58,797 Household which comprises a total number of 5,76,479 Persons among which 62,608 are SCs and 61,744 are STs. Since inception of this programme in the district on cumulative basis a total number of 4,90,349 households which comprises 9,41,310 persons among which 1,04,559 are SCs and 95,776 are STs. This indicates that SCs and STs are not effectively participation in the NREGS works undertaken in the Srikakulam district. The information relating to wage employment



provided in different selected mandals provided is presented in the following Table - 11

Table- 11
The particulars wage Employment Provided (No's)

Sl. No	Mandal	Wage Employment Provided							
		2015-16				Cumulative since Inception			
		Household	Individual	S.C	S.T	Household	Individual	S.C	S.T
1	Gara	11882	18139	1336	50	14245	27658	1922	58
2	Ranasthalam	15021	24409	3892	27	18525	352013	5755	40
3	Santhakaviti	11122	19113	2651	57	16380	32718	4557	105
4	Rajam	8746	13514	2062	121	11022	20388	3157	194
5	Tekkali	8129	12249	1327	1349	11899	21557	2746	2070
6	Kotabommali	10462	16459	1321	326	15384	28229	2473	492

Source: www.nrega.ap.gov.in

From the above table it can be observed that the wage employment provided under NREGS (during 2015-16) to total number of households is very high in case of Ranasthalam, Kotabommali, Gara and Santhakaviti mandals where as it is very minimum in case of Tekkali and Rajam mandals. The same is the case with the wage employment provided to the individuals in different mandals. Among the individuals provided with wage employment SCs are recorded very high in case of Ranasthalam Santhakaviti and Rajam mandals. On the other hand STs are recorded very high in case of Tekkali and Kotabommali mandals. The information relating to wage employment



provided since inception on cumulative basis reveal that the maximum number of households employed are also higher in case of Ranasthalam, Santhakaviti and Kotabommali mandals, similarly regarding employment provided to individuals Ranasthalam, Santhakaviti and Kotabommali mandals recorded higher than other mandals. In case of employment of SCs also Ranasthalam and Santhakaviti mandals recorded higher rate of employment than other mandals. That in case of providing employment to STs Tekkali mandal recorded relatively higher position. The information relating to wage employment provided in different selected villages provided is presented in the following Table -12

Table - 12

The particulars of wage Employment Provided (No's)

Sl. No	Name of the Village	Wage Employment Provided							
		2015-16				Cumulative since Inception			
		Household	Individual	SCs	STs	Household	Individual	SCs	STs
1	Kalingapatnam	416	569	23	01	520	950	31	01
2	Shalihundam	362	600	179	05	426	826	05	05
3	Pydibheemavaram	544	774	218	01	1039	1922	528	01
4	Arjunavalasa	441	790	95	02	503	1169	167	02
5	Mandavakuriti	874	1500	231	02	1231	2347	378	06
6	Siripuram	843	1392	84	01	1762	2705	135	01
7	Boddam	569	753	77	17	707	1159	148	23
8	Pogiri	1076	1896	124	00	1241	2505	172	00
9	Booragam	596	972	185	02	744	1387	247	02
10	Meghavaram	607	923	90	427	760	1510	122	666
11	Cheepurlapadu	448	767	106	06	523	1012	127	11
12	Kurudu	400	604	79	02	961	1752	419	03

Source: www.nrega.ap.gov.in

From the above Table it can be observed that the wage employment provided under NREGS (during 2015-16) to total number of households is very high in case of Pogiri village (1076), Mandavakuriti(874), and Siripuram(843) villages where as it is very minimum in case of Shalihundam, Kurudu and Kalingapatnam villages. The same is the case with the wage employment provided to the individuals in different selected villages. Among the individuals provided with wage employment SCs are recorded high in case of Mandavakuriti, Pydibheemavaram and Booragam villages where as STs are recorded very high in Meghavaram (427) village and the other villages are recorded single digit in number. The information relating to wage employment provided since inception on cumulative basis reveal that the maximum number of households employed are higher in case of Siripuram, Pogiri and Mandavakuriti villages , However regarding employment provided to individuals Pogiri, Mandavakuriti and Pydibheemavaram villages are recorded higher than other villages. In case of employment of SCs Pydibheemavaram, Kurudu and Mandavakuriti villages are recorded higher rate of employment than other villages. That in case of providing employment to STs the Meghavaram (666) village recorded relatively very higher position than other selected villages. Interestingly Pydibheemavaram and Meghavaram recorded top position in providing wage employment for SCs and STs respectively among all other selected villages.

Conclusions: The above major findings drawn from the study reveals that, there is perceptible change and significant improvement in the employment level of Scheduled Caste beneficiaries in the Post-NREGS period. Evidently, the average debt in the post-NREGS period decreased as the sample beneficiaries could repay the debts incurred out of the additional wage income earned in NREGS works, besides; they could borrow funds at low rate of interest from banks. No doubt



NREGS proved to be a beneficial scheme to the unemployed manpower of SCs and STs in the study area. After implementation of NREGS beneficiaries are earning wage incomes and some of the amount is saved in the Bank, Post Office and in case of women, they are saving with Self-Help Groups.

Policy Suggestions: The programme like MGNREGS needs proper planning; effective implementation, close monitoring and independent evaluation are the key instruments for delivering maximum benefits to the target group. Data is made available on the web, policy is flexible. Instead of a large number of officials, Gram Panchayats may be given more powers for effective supervision. Linkage of Agriculture under MGNREGS works should be incorporated for providing more days of employment to the Scheduled Caste and Scheduled Tribe People.

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SUNFLOWER CULTIVATION IN ANDHRA PRADESH: A CASE STUDY OF PRAKASAM DISTRICT

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INTRODUCTION:

Agriculture is on the top of the State Government agenda and all our efforts are being made to increase productivity and areas especially under food grains while ensuring that the income of the farmers goes up. The Department of agriculture envisages achieving a growth rate of 6% in XII plan period by implementing programmes in a mission mode. It is difficult to judge growth performance in agriculture based on short periods because of the volatility to which agriculture is subjected to. Analysis of broad sectoral growth rates for the 12th Plan period reveal mixed trends. The Agricultural sector, which on the average, accounts for about 17.01 per cent of the overall GSDP, managed a relatively better performance during the 11th plan period. The average growth of 5.28 per cent was recorded as compared to 3.98 percent during the 10th plan period.

Agriculture Production and productivity and investment trends including plan and non-plan expenditure on agriculture indicates that as the investment is increased except during 2009-10 due to severe drought conditions prevailed in the State when out of the 664 manuals in Andhra Pradesh. However when it is compared to 2002-03 which was also a drought year, the food grain production was 106.55 LMT's while during 2009-10, a food grain production of 155.96 LMT's was achieved. And 2013-14 which was increased 265.57 MT's of production and 2014-15 year food grains production were declined 257.07 MT's.

At the National level, in the production of food grains in 2003-04 Andhra Pradesh was at 6th position. In 2004-05 it was at 4th level and in 2005-06, 2006-07, 2007-08 and 2008-09 it has reached to the 3rd place. Food grain production show a fluctuating trend, obviously due to occurrence of drought and floods of different magnitude and extent. However, despite the decline in cropped area, there is an increasing trend in food grain production till 2013-14 except 2014-15.



The area and production of Fruits and Vegetable crops have increased over time in Andhra Pradesh. The Production levels have also increases manifold due to various interventions. The area under Horticulture crop is 3.70 lakh ha., in 1982 and increased to 25.56 lakh ha., by 2011-12 and by advance estimates it stands 27.01 lakhs ha., in 2012-13. The Horticulture crops grow on an average annually 6.0 per cent from 2001-02 to 2012-13 with increasing production growth rate 9.8 per cent. The production is 272.95 lakh MT's by the end of XIth Five Year Plan.

The production of Vegetables and productivity has been increased by adopting major interventions like usage of Hybrid vegetable seed, nursery raising on raised beds, and in polytrays under insect proof net boxes, ridge planting, pandas cultivation, staking of tomato with trellis, sprinkler irrigation in leafy vegetables micro irrigation, adoption of integrated nutrient management and integrated pest management, projected cultivation and growing of inter crops in orchards during pre bearing period. Andhra Pradesh has also launched special project "A.P. Micro Irrigation Project" in 2003 with an objective for enhancing productivity and improving of water use efficiency through Micro irrigation Systems. A total area of 8.95 lakh ha., was brought under Micro irrigation in Andhra Pradesh. and Andhra Pradesh. stands 1st in Micro irrigation in India.

To provide comprehensive development of all the sub sectors of Horticulture and to provide additional income to farmers, the State Horticulture Mission was launched in November, 2005. The major activities are being taken up under the programme are establishing of New gardens, Rejuvenation, IPM/INM, PHM etc., and farmers are also being trained on the programmes that are being implemented.

Andhra Pradesh ranks 1st in area and production of oil palm in India. This crop is being taken up in 10 Districts in Andhra Pradesh, covering an area of 1.229 lakh ha., Since 1992, the TMO & P GOI has given financial assistance and from 2010-11 onwards the area expansion of oil palm is being taken up by RKVY programme.

The Department of Horticulture is taking of quality management programmes with assistant of RKVY in respect of Mango, Vegetable by farmers groups (FPPO's) integrating Horticulture supply chain, with the assistance of RKVY and also strengthening the value chain in mango by encouraging farmers to adopt Good Agriculture



practice (GAP), Pre and Post Harvest and ripening of fruits with ethylene gas, in ripening chambers to supply non-carbide mangoes to consumers for this purpose mango shows are also organized by Department of create awareness among the consumers.

Through the production is being increases multifold in Horticulture crops, the Post Harvest losses are around 30-35 per cent due to handing and poor storage. Hence the Department of Horticulture is encouraging Cold Storages, Pack Houses, Ripening Chambers, Plastic Crates, Farm Fresh Vegetables on Wheels, Drying Plot forms etc., at present only 2-3 per cent of total production is being processed. This needs to be increased by utilizing available surplus produces. Processing and marketing through Agro-Export zones through private participation is to be encouraged in the potential region

SUNFLOWER

Sunflower also known as 'Surajmukhi'. The seed contains 45-50 per cent good quality oil. Sunflower oil is used for edible purposes. Its oil is a rich source of linoleic acid (66.0 per cent), which helps in reducing cholesterol in the coronary arteries of the heart. The oil is used for manufacturing hydrogenated oil, soaps and cosmetics. Its cakes contain 40-44 per cent high quality protein and is ideally suited for poultry and livestock. It holds a great promise because of its short duration, photo-insensitivity, wide adaptability and drought tolerance.

ORIGIN AND HISTORY

The cultivated sunflower is believed to have originated from wild Helianthus annuus in the south-western USA. Its cultivation is presumed to began in Arizona and New Mexico about 3000 BC. The tall mono-head sunflower seems to have been developed as early as the 6th century. In 16th century, Spaniards introduced domesticated sunflower from Mexico to Europe as an ornamental plant. In 18th century, it was introduced into Russia from Netherland as ornamental plant and its potential as edible oil source was recognized.



TABLE- 1
**AREA, PRODUCTION AND PRODUCTIVITY OF SUNFLOWER
IN IMPORTANT COUNTRIES OF WORLD**

S. No	Country	Area (ooo.mha)	Production(ooo.mt)	Productivity (Kg/ha)
01	Russian Fed	4,708	4,800	1019.5
02	Argentina	1,822	3,100	1701,4
03	India	2,100	1,224	582,9
04	Ukraine	3,427	3,050	890.0
05	Spain	0,449	0,785	1047,6
06	USA	0,692	0.929	1342,7
07	Romania	0,973	1,557	1600.5
08	France	0,615	1,461	2373.5
09	China	0,980	1,750	1785.7
10	South Africa	0.530	0,677	1278.1
11	Turkey	0.550	0.900	1636.4
Grand Total		21,480	26,366	1227.4

Source: FAO Production Year Book, 2013-14

Table-1 shows that, the area, production and productivity of different countries in World . Coverage of Sunflower cultivated area was highest in Russian Federation (4708 m.ha), Ukraine (3,427m.ha.) and India (2100 m.ha.).The production was highest in Russian Federation(4800 mt) ,in India (1224 mt.).The productivity highest per ha in France, lowest in India.



TABLE-2
AREA, PRODUCTION AND PRODUCTIVITY OF SUNFLOWER
IN INDIA

S. No	Name of the State	Area (000'ha)			Production ('000'In Tn)			Productivity ('000' kg per ha)		
		K	R/S	Total	K	R/S	Total	K	R/S	Total
01	Andhra Pradesh	144.0	347.0	491.0	91.0	242.0	333.0	632.0	697.0	678.0
02	Bihar		11.0	11.0		16.0	16.0		1455.0	1455.0
03	Chhattisgarh	1.3		1.5	0.7		0.7	580.0		580.0
04	Haryana		20.7	20.7		30.7	30.7		1483.0	1483.0
05	Karnataka	360.0	765.0	1125.0	168.0	254.0	422.0	467.0	332.0	375.0
06	Madhya Pradesh	1,6	1.9	3,5	0.9	1.0	1.9	563.0	526.0	543.0
07	Maharashtra	89.0	294.0	293.0	32,9	84,0	116.0	360.0	412.0	772.0
08	Nagaland	1.7	1.1	2.8	2.1	1.6	3.7	1235.0	1455.0	1690.0
09	Odessa	0.8	5.2	6.0	0.5	3.9	4.4	625.0	750.0	1358.0
10	Punjab		20.0	20.0		32.0	32.0		1600.0	1600.0
11	Rajasthan		0.1	0.1		0.1	0.1		1000.0	1000.0
12	Tamil Nadu	5.9	4.5	10.4	7.6	5.8	13.4	1288.0	1289.	1477.0
13	Uttar Pradesh		7.2	7.2		12,4	12.4		1708.0	1708.0
14	West Bengal		8.5	8,5		5.6	5.6		659.0	659.0
Grand Total		604.3	1396.2	2000/5	302.8	689.1	991.9	6,050.0	13,365.0	15,378.0

Source: Department of Agriculture . Government of India.2013-14

Table-2 shows that , the area , production and productivity of Sunflower in India .Out of 14 states, highest area coverage of Sunflower crop in Karnataka followed by Andhra Pradesh in Kharif season. The production of Sunflower is also highest the above two states. The



productivity of Sunflower highest in Uttar Pradesh followed by Nagaland and Punjab.

Sunflower Is One of The Commercial Crops Widely Produced All Over India. In the earlier times.It is being mostly used for domestic purpose and consumption and with liberalization, Privatization and Globalization the market demand for the Product had increased. Further, the recent medical findings led to the higher consumption of Sunflower oil as it is product with less cholesterol content. Hence, many farmers are coming forward to produce Sunflower.

In Prakasam District cultivation of Sunflower area in Kharif 1.5 (999.ha,.). Irrigated and Rainfed is(0.5 999.ha,.)and (12.5 000.ha,.)area will be coverage. Summer cultivated area is Nill. The total area Irrigated both seasons are (32.1 000.ha,.)in the Prakasam District of Andhra Pradesh.

The production and productivity of Sunflower in Prakasam District in two seasons .In Kharif 991(MT)and productivity 518(MT).In Rabi season production 35,838 (MT),productivity 1258(Kg per ha,.). The total Sunflower production and productivity in Prakasam 2012-13 year 36,829(MT) and 1776 (Kg per ha,.).

OBJECTIVES OF THE STUDY:

1. To Study the present status of production and productivity of Sunflower in the World, India particularly in Andhra Pradesh and Prakasam district in general.
2. To suggest measures of increasing production and productivity of Sunflower in the study area.(The study period classified into two categories i.e . before three years and after three years of Sunflower cultivation).

METHODOLOGY OF THE STUDY:

The study is based on both primary and secondary data. The primary data from a sample of Sunflower cultivators in Prakasam district of Andhra Pradesh. The secondary data were selected printed material Government proceedings, journals and news papers. For the purpose of the present study, three Mandals are selected. Total number of Mandals in Prakasam District 56 .i.e. 1. Kanigiri 2. Markapur 3. Ballikuruva are selected for the present study.The study is based on simple random sampling method. For each Mandal, One village i.e. 1.



Bommi Reddy Palli 2. Rayavaram 3.Vemavaram are selected keeping into Sunflower cultivators in the selected villages. In each Village 125 respondents are selected. Thus, there are 375 respondents are interviewed with a Well designed questionnaire.

TABLE-3
SUNFLOWER CULTIVATING AREA BEFORE AND AFTER (3 YEARS AVERAGE)

S. No.	Area of Sunflower (In acres)	Number Of Respondents	Percent	Cum. Per cent	Number/ Of Respondents	Percent	Cum. Per cent
1	0	319	85.1	85.1	315	84	84
2	1	51	13.6	98.7	31	8.3	92.3
3	2	2	0.5	99.2	19	5.1	97.3
4	3	2	0.5	99.7	5	1.3	98.7
5	4	1	0.3	100.0	3	0.8	99.5
6	5	0	0	100.0	1	0.3	99.7
7	6	0	0	100.0	1	0.3	100
8	Total	375	100	100.0	375	100	

Source: Computed

An analysis of table-3 shows the area used for production of sunflower in Kharif season before and after 3Years. Before3 Years, 319 (85.1 per cent) were not using land for cultivating sunflower and this number declined to 315 (84.0 per cent) after3 Years. The respondents cultivating sunflower in 1 acre were 51 (13.6 per cent) and it declined to 31 (8.3 per cent) after 3 Years. However, the respondents cultivating sunflower in 2 acres before 3 Years were 2 (0.5 per cent) and they increased to19 (5.1 per cent) after3 Years. There were no respondents producing sunflower in more than 5 acres before 3 Years, but there were two respondents producing sunflower in more than 5 acres after 3 Years.



TABLE -4
SUNFLOWER CROP AREA AFTER 3 YEARS

S. No.	Area in Acres	Number of Respondents	Per cent	Valid per cent	Cumulative per cent
1	0-5	68	18.1	100.0	100.0
2	5-10	--	--	--	--
3	10-15	--	--	--	--
4	Total	68(18.1)	--	--	--
5	Nil	307(81.9)	81.9	--	--
Grand Total		375	100.0	100.0	100.0

Source: Computed

An analysis of table-4 shows the number of respondents producing Sunflower crop before 3 Years. Out of 375 respondents 307 (81.9 per cent) were not producing Sunflower. All the respondents were producing sunflower in less than 5 acres of land only.

TABLE-5
SUNFLOWER PRODUCTION BEFORE AND AFTER 3 YEARS

S. No.	Production in bags	Before 3 Years			After 3 Years		
		Number 1 st year	Number 2 nd year	Number 3 ^d year	Number 1 st year	Number 2 nd year	Number 3 ^d year
1	0-5	26(44.8)	24(42.9)	21(38.9)	22(40.0)	23(40.4)	28(41.2)
2	5-10	15(25.9)	16(28.6)	13(24.1)	13(23.6)	18(31.6)	22(32.4)
3	10-15	13(22.4)	12(21.4)	12(22.2)	15(27.3)	13(22.8)	16(23.5)
4	15+	4(6.9)	4(7.1)	8(14.8)	5(9.1)	3(5.2)	2(2.9)
6	Total	58(100)	56(100)	54(100)	55(100)	57(100)	68(100)
7	Nil	317(84.5)	319(85.1)	321(85.6)	320(58.3)	318(84.8)	307(81.9)
Grand Total		375	375	375	375	375	375

Source: Computed



The table-5 shows that the production of Sunflower before and after 3 years. Before 3 Years, out of 375 respondents 317 respondents (84.5 per cent) did not cultivate sunflower and this number has declined to 307 (81.9 per cent) after 3 Years. Out of 58 respondents majority 26 (44.8 per cent) produced less than 5 bags of Sunflower in the first year. This number slightly declined in the second year and third years. However, the number of respondents producing 10-15 bags of sunflower remained more or less.

In the first year out of 55 respondents majority 22 (40.0 per cent) of the respondents were producing less than 5 bags and also 15 (27.3) respondents were producing between 5 – 10 bags. Out of 57 respondents producing sunflower in the second year 23 (40.4 per cent) were producing less than 5 bags and 18 (31.3 per cent) between 5-10 bags. During the third year out of 68 respondents majority 28 (41.2 per cent) were producing less than 5 bags. 22 respondents (32.4 per cent) and 16 (23.5 per cent) between 5-10 and 10-15 bags of sunflower, respectively.

The average production of sunflower during the first year before the 3 Years was 7.2 bags with a minimum of 1 and the maximum of 28. The average production of sunflower during the second year was 7.7 bags with a minimum of 2 and the maximum of 30. The average production of sunflower during the third year was 8.3 bags with a minimum of 2 and the maximum of 35.

The average production of sunflower during the first year after the 3 Years was 9.8 bags with a minimum of 2 and the maximum of 40. The average production of sunflower during the second year was 10 bags with a minimum of 3 and the maximum of 45. The average production of sunflower during the third year was 10.6 bags with a minimum of 4 and the maximum of 50.

TABLE-6
COST OF CULTIVATION OF SUNFLOWER

S. No.	Cultivation Cost in Rs.	Before 3 Years			After 3 Years		
		Number 1 st year	Number 2 nd year	Number 3 rd year	Number 1 st year	Number 2 nd year	Number 3 rd year
1	<10,000	28(48.3)	33(55.9)	23(42.6)	36(65.5)	42(73.7)	50(73.5)
2	10,000-15,000	21(36.2)	16(28.6)	18(33.3)	10(18.2)	9(15.8)	13(19.1)



3	15,000-20,000	8(13.8)	5(8.9)	10(18.5)	8(14.5)	5(8.7)	3(4.4)
4	20,000+	1(1.7)	2(3.6)	3(5.6)	1(1.8)	1(1.8)	2(3.0)
5	Total	58(100)	56(100)	54(100)	55(100)	57(100)	68(100)
6	Nil	317(84.5)	319(85.1)	321(85.6)	320(58.3)	318(84.8)	307(81.9)
Grand Total		375	375	375	375	375	375

Source: Computed

An analysis of table-6 shows the cost of cultivation for the production of Sunflower per one acre of land before and after 3 Years. Sunflower is one of the costlier crop in the dry land category of crops. Out of 375 respondents only 58 who were producing sunflower in the first year before 3 Years. Out of them majority 28 (48.3 per cent) were incurring a cost of less than Rs. 10,000/- per 1 acre in the cultivation of sunflower. Another 21 (36.2 per cent) were incurring an amount of Rs. 10,000/- to Rs. 15,000/-.

Out of 375 respondents only 56 who were producing sunflower in the second year before 3 Years. Out of them majority 33(55.9 per cent) were incurring a cost of less than Rs.10,000/- per 1 acre in the cultivation of sunflower. Another 16 (36.2 per cent) were incurring an amount of Rs. 10,000/- to Rs. 15,000/-.

Out of 375 respondents only 54 who were producing sunflower in the third year. Out of them majority 12(42.6 per cent) were incurring a cost of less than Rs.10,000/- per acre in the cultivation of sunflower. Another 18(33.3 per cent) were incurring an amount of Rs. 10,000/- to Rs. 15,000/-.

Out of 375 respondents only 55 who were producing sunflower in the first after 3 years .Out of them majority 36 (48.3 per cent) were incurring a cost of less than Rs. 10,000/- per 1 acre in the cultivation of sunflower. Another 10(18.2 per cent) were incurring an amount of Rs. 10,000/- to Rs. 15,000/-. Out of 375 respondents only 57 who were producing sunflower in the second year after 3 Years. Out of them majority 42(73.7 per cent) were incurring a cost of less than Rs.10,000/- per 1 acre in the cultivation of sunflower. Another 9 (15.8 per cent) were incurring an amount of Rs. 10,000/- to Rs. 15,000/-.

Out of 375 respondents only 54 who are producing sunflower in the third year. Out of them majority 50(73.5per cent) were incurring a cost of less than Rs.10,000/- per acre in the cultivation of sunflower.



Another 13(91.1 per cent) were incurring an amount of Rs. 10,000/- to Rs. 15,000/-. The average cost of cultivation for production of sunflower during the first year before 3 Years was Rs. 8782/- per 1 acre with a minimum of Rs. 500/- to Rs. 34,800/-

The average cost of cultivation for production of sunflower during the second year was Rs. 8858/- per 1 acre with a minimum of Rs. 700/- to Rs. 24,000/-. The average cost of cultivation for production of sunflower during the third year was Rs. 7787/- per 1 acre with a minimum of Rs. 700/- to Rs. 30,800/- The average cost of cultivation for production of sunflower during the first year after 3 Years was Rs. 7892 /- per 1 acre with a minimum of Rs. 950/- to Rs. 29,000/-

The average cost of cultivation for production of sunflower during the second year was Rs. 7830/- per 1 acre with a minimum of Rs. 850/- to Rs. 27,000/-. The average cost of cultivation for production of sunflower during the third year was Rs. 7730/- per 1 acre with a minimum of Rs. 850/- to Rs. 28,800/-.

TABLE-7

**COST OF CULTIVATION FOR SUNFLOWER ON LAND
 PLOUGHING INPUTS AND FERTILIZERS**

S. No.	Amount in Rs.	Plugging	Animal s	Seed	Labour	Fertilizer	Pesticides	Manure
1	<500	35 (51.5)	68 (100.0)	--	68 (100.0)	--	--	67 (100.0)
2	500-1000	33 (48.5)	--	1 (1.5)	--	44 (64.7)	68 (100.0)	--
3	1000-1500	--	--	67 (98.5)	---	24 (35.3)	--	--
4	Total	68 (18.1)	68 (18.1)	68 (18.1)	68 (18.1)	68 (18.1)	68 (18.1)	67 (17.9)
5	Nil	307 (81.9)	307 (81.9)	307 (81.9)	307 (81.9)	307 (81.9)	307 (81.9)	308 (82.1)
Grand Total		375	375	375	375	375	375	375

Source: computed



An analysis of table-7 shows the cost of cultivation for sunflower production per one acre under various expenditure heads. Out of 68 respondents producing sunflower majority 35 (51.5) per cent of the respondents spent less than Rs. 500/- per one acre of land sloughing through machine. Another 33 (48.5 per cent) of the respondent spent between Rs. 500/- to Rs. 1000/-. The average amount spent on ploughing through machine is Rs. 542/- with a minimum of Rs. 350/- and a maximum of Rs. 800/-.

Out of 68 respondents cent per cent of the respondents spent less than Rs. 500/- in the ploughing through animals in cultivation of sunflower per 1 acre. The average amount spent on ploughing through animals was Rs. 244/- with a minimum of Rs. 200/- and a maximum of Rs. 300/-. Out of 68 respondents, almost cent per cent of the respondents spent Rs.1000 to Rs.1500/- on seed. The average amount spent on seed was Rs. 1382/- with a minimum of Rs. 1000/- and a maximum of Rs. 1500/-. Out of 68 respondents, cent per cent of the respondents spent less than Rs. 500/- on labour for cultivation of sunflower per 1 acre. The average amount spent on input labour was Rs. 201/- with a minimum of Rs. 150/- and a maximum of Rs. 250/-.

Out of 68 respondents majority 44(64.7 per cent) spent Rs. 500/- to Rs.1000/- for fertilizer, and another 24 (35.3 per cent) of the respondents spent Rs. 1000/- to Rs. 1500/- in the cultivation of sunflower per 1 acre. The average amount spent on fertilizer was Rs. 988/- with a minimum of Rs. 800/- and a maximum of Rs. 1200/-. Out of 68 respondents all the respondent spent Rs. 500/- to Rs. 1,000/- on pesticides and out of 68 respondents, The average amount spent on pesticides was Rs. 704/- with a minimum of Rs. 600/- and a maximum of Rs. 800/-. 67 respondents spent less than Rs. 500/- on manure. And another person did not use manure. The average amount spent on manure was Rs. 263/- with a minimum of Rs. 200/- and a maximum of Rs. 300/-.

TABLE - 8

COST OF CULTIVATION OF SUNFLOWER FOR IRRIGATION AND HARVEST

S. No.	Amount in Rs.	Motor charges	Weeding	Harvest	Others
1	<500	19	63	40	5



		(30.6)	(100.0)	(64.5)	(100.0)
2	500-1000	43 (69.4)	--	22 (35.5)	--
3	Total	62(16.5)	63(13.8)	62(16.5)	5(1.3)
4	Nil	313(83.5)	312(83.5)	313(83.5)	370(98.7)
5	Grand Total	375	375	375	375

Source: Computed

An analysis of table-8 shows the expenditure incurred with regarded to motor charges, weeding, harvest etc., out of 62 respondents who used the motor, majority, 43 (69.4 per cent) spent between Rs.500/- to Rs. 1000/-.The average amount spent on motor charges is Rs. 618/- with a minimum of Rs. 400/- and a maximum of Rs. 700/-.

Out of 63 respondents who used labour for weeding, cent per cent spent less than Rs. 500/-. The average amount spent on weeding charges was Rs. 272/- with a minimum of Rs. 200/- and a maximum of Rs. 300/-.Out of 62 respondents who used labour for , majority, 40(64.5 per cent) spent less than Rs.500/-. The average amount spent on harvest charges is Rs. 622/- with a minimum of Rs. 400/- and a maximum of Rs. 1450/-.

There were no respondents who paid irrigation. Similarly, there were no respondents, who had taken land for rent. Also, there were no respondents, who obtained additional income through sub-product value. 3 respondents paid interest for capital obtained from others and interest average was Rs. 500/-only. Out of 5 respondents who had other expenditure cent per cent of the respondents spent less than 500/-. The average amount was 200/- and minimum and maximum is also Rs. 200/-

TABLE-9

TOTAL EXPENDITURE OF SUNFLOWER FOR ONE ACRE

S. No.	Amount	Number	Valid per cent	Cum. Per cent
1	<6,000	2	2.9	2.9
2	6,000-8,000	16	23.5	26.4
3	8,000-10,000	32	47.1	73.5
4	10,000-	8	11.8	85.3



	12,000			
5	12,000-14,000	4	5.9	91.2
6	14,000-16,000	2	2.9	94.1
7	16,000-18,000	1	1.5	95.6
8	18,000-20,000	1	1.5	97.1
9	20,000+	2	2.9	100.0
10	Total	68(18.1)		
11	Nil	307(81.9)		
Grand Total		375		

Source: Computed

An analysis of table-9 shows the total expenditure incurred on the production of sunflower. Out of 68 respondents, who produced sunflower, majority 32 (47.1 per cent) spent Rs. 8000/- to Rs. 10,000/- and another 16 (23.5 per cent) spent Rs. 6000/- to Rs. 8000/-. 74 per cent of the respondents spent less than Rs. 10,000/- per one acre. The average expenditure was Rs. 7730/- with a minimum of Rs. 850/- and maximum of Rs. 28,800/-. All the respondents produced 4 quintals of sunflower per acre of land.

TABLE- 10

SUNFLOWER PRICE PER 1 QUINTAL IN ONE ACRE

S. No.	Amount	Number	Valid Per cent
1	<1500	7	10.2
2	1500-1600	2	2.9
3	1600-1700	19	27.9
4	1700-1800	40	58.8
5	1800+	1	1.5
6	Total	68	
7	Nil	307	
Grand Total		375	

Source: Computed

Table-10 shows that, Sunflower price per 1 quintal. Out of 68 respondents, majority 40 (58.8 per cent) of the respondents, sold



sunflower at a rate between Rs. 1700/- and Rs. 1800/- and another 19 (27.9 per cent) sold for Rs. 1600/- to Rs. 1700/- The average selling price per 1 quintal was Rs. 1712/- with a minimum of Rs. 1500/- and maximum of Rs. 1900/-.

: **TABLE- 11**
TOTAL VALUE OF SUNFLOWER FOR ONE ACRE

S. No.	Amount in Rs.	Number	Valid Per cent	Cum. Per cent
1	<10,000	5	7.4	7.4
2	10,000-11,000	5	7.4	14.8
3	11,000-12,000	34	50.0	64.8
4	12,000-13,000	23	33.7	98.5
5	13,000+	1	1.5	100.0
6	Total	68	100.0	
7	Nil	307		
Grand total		375		

Source: Computed

An analysis of table-11 shows the total income in the production of sunflower. Out of 68 respondents, who produced sunflower, majority 34(50.0 per cent) got income between Rs. 11,000/- and Rs. 12,000/- and another 23(33.7 per cent) got income between Rs. 12,000/- and Rs. 13,000/-. 99 per cent of the respondents got income of less than Rs. 13,000/- per one acre. The average income was Rs. 11,820/- with a minimum of Rs. 9000/- and maximum of Rs.13,550/-.

TABLE-12
PROFIT IN THE PRODUCTION OF SUNFLOWER

S. No.	Amount in Rs.	Number	Valid Per cent	Cum. Per cent
1	<500	6	9.7	9.7
2	500-1,000	20	32.3	42.0



3	1,000-1,500	17	27.4	69.4
4	1,500-2,000	17	27.4	96.8
5	2,000 +	2	3.2	100.0
6	Total	68	100.0	
7	Nil	307		
Grand total		375		

Source: Computed

An analysis of table shows-12 the profit in the production of sunflower. Out of 68 respondents, who produced sunflower, majority 20 (32.3 per cent) earned a ranging profit between Rs. 500/- and Rs. 1,000/- and another 17(27.4 per cent) each between Rs. 1000/- and Rs. 2,000/- and Rs. 1,500/- to Rs. 2,000/-. 69.8 per cent of the respondents got profit of less than Rs. 2,000/- per one acre. The average profit was Rs.1,019/-with a minimum of Rs.-750/-and maximum of Rs.2,500/-.

The study reveals that sunflower is commonly produced in this area. Out of 375 respondents 68 produced sunflower. The sunflower production area, production and productivity after watershed had increased marginally. It is one of the crops associated with risk. Out of 68 respondents 6 respondents incurred loss. The average profit earned by the respondents is nominal. There is no much improvement in the productivity after the 3 Years , there is a need to adopt advanced technology for the development of the crop since it has good market in the context of L.P.G.

Summary and Findings:

Horticulture is an important segment of Agriculture sector which contributes about one fifth share in the state economy. The state with high Geographical diversity and agro climatic Zones, various soil and good irrigation resources is better palace for growing various Horticulture crops. Horticulture contributes to approximately 5.16 per cent of the state GSDP. The GSDP in 4.98 per cent in 2004-05 is increases to 5.16 per cent by 2012-13. It offers wide range of crop diversification choices to farmers and providing opportunities for sustaining large number of Agro based industries which have created employment opportunities to semi skilled and unskilled labour. Horticulture is fastest growing sector that has provides marked



changes in the life styles and consumption habits of people. Andhra Pradesh Rank 1st in production of Fruits and Spices and 3rd in production of Flowers in the country. In crop wise, Andhra Pradesh ranks 1st in the production of Citrus, Papaya, Oil palm and Tomato, 2nd in production of Mango, Cashew and 3rd in production of Flowers and 4th in the production of Banana. The average acreage used for sunflower before 3 Years was 1.15 acres and 1.78 acres after 3 Years . There is an increase in the average after 3 Years. The average number of acres of land used for sunflower production is 1.79 acres.

1. Increase In production and productivity for sustainable Horticulture through rejuvenation of old orchards, organic farming and supply of improved and hybrid varieties instead of traditional varieties.
2. Quality improvement through adoption of crop specific I.P.M., I.N.M. and adoption of pre and post harvest management practices, etc.
3. Development of post harvest infrastructure like pre cooling, cold storages, ripening chambers, refer vans, value addition centers, etc.
4. Facilitating processing, value addition, marketing and exports.
5. Efficient and effective utilization of water through Micro irrigation.
6. To bring additional area under various horticulture crops with improved and new varieties, adoption of latest package of practices, supply of elite plant material/hybrid seeds etc.
7. To restore the vigor to increase the productivity of the existing old / senile garden by rejuvenation.
8. To promote new technologies like green house cultivation, use of tissue culture plants, shade nets, mulching etc.
9. To Upgrade the skills and knowledge on latest package of practice and technologies of the progressive farmers through training and exposure visits conducted by Horticulture Training Institute



10. To enhance the quality and boost the exports through IPM/INM, organic farming etc.
11. To create awareness by conducting shown and seminars.
12. To create pre and post harvest infrastructure to reduce the post harvest losses by providing assistance as the capital investment is high besides supplying to equipment and post harvest tools and brand promotion.

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GANDHI AS MORAL PSYCHOLOGIST: AN APPRAISAL

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Abstract

There are many arguments in academia which attribute Mahatma Gandhi as philosopher or not. As a social and political thinker Gandhi has his own position in our socio-political history and it will remain as it is. Professor Akeel Bilgrami designates, Gandhi as a philosopher and a moralistic political thinker. To some extent, Bilgrami is right because Gandhi's thoughts are conceptual as well as practical. In this paper, my argument is that Gandhi is not a mainstream academic philosopher and also not only a socio-political thinker, but a pragmatic moralist. If we further examine deeper and keenly all of his ideas, then we will find that his thoughts have a peculiar way of understanding about society which is based on morality. Morality does not teach us like ethics, as what is right or what is wrong or how to live a good life, but it teaches us how to build a good character and help to cultivate a good conduct and Gandhi is the best exemplar of it. Thus, this paper will conceptualize Gandhi as a moral psychologist instead of designating him as a philosopher.

Key Words: Moral Psychology, Gandhi

I. Introduction

French philosopher Albert Camus once quoting to Gandhi writes, "Great ideas come into the world as gently as doves. Perhaps then, if we listen attentively, we shall hear, amid the uproar . . . a faint flutter of wings, the gentle stirring of life and hope. It is a metaphor that applies very well to the impact of Mahatma Gandhi (1869 - 1948), the ethical giant who united his diverse homeland of India under a banner of moral idealism. Satyagraha is the name he gave to his nonviolent



methods of fighting and overcoming injustice. It means “holding on to truth” or “soul force.”¹Gandhi is an extraordinary person and an exemplar of living a moral life. As a great practitioner of *ahimsā* (non-violence) he showed the path of living in harmony is essential not only for society but also for nature. In the world, while certain values like trusteeship, harmony, and peace are deteriorating, Gandhi tried to articulate them and maintain them in much simpler forms and practised them in his everyday life. Gandhi’s concept of morality has been an important part not only for philosophical studies but also socio-political studies.

In this paper, we have tried to discuss the practical moral understanding of Gandhi. As a moral thinker, Gandhi has some unique perception and understanding to the society and human behaviours. His interpretations of truth, nonviolence, *satyagrah*, trusteeship and other cardinal vows are very much different from other thinkers. His way of interpretations are very much pragmatic and more human centric than other philosophical thoughts. In this connection, we bring the Akeel Bilgrami’s interpretation on *Gandhi the philosopher*², where Bilgrami explains and designates him as philosopher from the ground of nonviolence, truth, *satyagrah* and other socio-political thoughts. But this paper will attribute Gandhi as moral psychologist not as philosopher from the moral psychological point of view. The paper divided into three major sections excluding introduction and conclusion. In the first section, we illustrate the basic idea of moral psychology. In the second section, we have mentioned some of the important episodes from Gandhi’s childhood with reference to his transformation from Mohan to Mahatma. In the fourth section, we would like to relate the notion of truth, *ahimsa*, *satyagrah* and thoughts which is proponent and interpret by Gandhi. We conclude saying that it will be a better to attribute Gandhi as moral psychologist instead of



designating him as philosopher or socio-political or a spiritual *guru*(teacher).

II. Moral Attitude: an Appraisal of Moral Psychology

Moral psychology deals with the study of formation of moral conduct. Human conducts are focus of the study because it unfolds the moral attitude, perceptions and above all the judgement of a person. Moral attitude and moral perception basically show how normatively one performs action. In other words, moral qualities are spontaneously expressed in the behaviour of the person. Moral attitudes like truthfulness, faithfulness, goodness, and reverence are significant in this regard to understand the nature of moral judgement. Moral judgements are expressions of moral attitude. For example, if a student expresses his gratitude to his teacher, then the student's action exhibits moral attitude toward the teacher. Defining moral attitude Alston writes, "A certain "attitude", *M*, is a moral attitude, *if* only moral consideration are relevant to its assessment."³One evaluates the moral attitude of a person from the expressed behaviours or conducts. Sometimes these expressions could be emotional. Emotion is also involved in forming action that exhibits the attitude of a person. Gratitude, pity, hate, love and admiration are expressions of emotional attitude. Most of the time, we analyse, moral judgment considering the emotional attitude. Alston tries to conceptualize the notion of moral attitude that is non-cognitive in nature.⁴It is because, we often analyse action through its presupposition, implication and commitment which make it circular.

Attitude does express intentionality that positively or negatively connects to the world. Approval and disapproval of an action depends upon how it is being formed. The intentionality of moral attitude ought to be impartial in its formation. In this connection, Alston refers to the non-circular intentional power of moral attitude which refers to the



reflective and impartial character of the person. That is, a person must articulate action reflectively and impartially. 'Moral attitudes are not psychological state; rather they are the source of forming and articulating value judgment, i.e., – attitudes are what make a value judgement possible. Moral consideration is relevant to understand moral attitude that helps in transcending the emotional attitudes. Alston writes, "Once we free ourselves from the picture of emotion as an unanalysable quality of consciousness and/ or an internally sensed psychological turbulence, and view an emotional state as complex cognition, sensation and actions of dispositions, we will be able with good conscience, to make explicit the various ways distinguishable emotional state differ from each other...."⁵Through conscience, we differentiate emotion causing action or emotional attitude influencing and articulating action. Moral consideration requires a kind of distancing from emotional attitudes. Such distancing is construed through reason, - particularly, the moral reason that forms the moral judgement. In the form of action, moral judgments 'express tendencies to act and feel certain way,' and also justifies the action. In other words, the attitude expresses moral consideration that is impartial and relevant. The person finds meaning in performing a moral action. And, that could be a motivating source of cultivating the moral attitude self-consciously. It has the power of influencing various mode of cognition and articulation of expression.

The moral attitude does influence *moral perception*⁶ of a person. Moral perception is a *non-sensory* perceptual ability that motivates and affects the agent to form morally worth judgment. Being a *non-sensory* perception its phenomenal content is derived from the sensory experiences. "Moral properties are not perceptual like colours and shapes, but they are *perceptible*. We perceive them by way of perceiving the *non-moral properties* they are grounded or consequential on."⁷The perceptible feature involves the *phenomenal* aspect of moral perception.



For instance, the 'felt sense of connection', or 'sense of injustice' is something intuitively and emotionally articulated. When a friend greets you with pleasant smiling, it expresses a felt sense of connection. But, if the same friend hits a pet in front of you, it generates a feeling of injustice. What is perceived here in these cases are *expressions*; such as, 'smiling' and 'hitting', but consequently what follows from these perceptual experience of such incidents are sense of happiness and injustice that are something to do with moral feelings.

Moral attitude nurtures moral feelings that are necessary for forming moral judgment. Moral feeling is to feel something or to show concern from a moral point of view. For instance, 'x was riding bike 100kms in an hour at in the school area,' is not merely a factual description, rather it invites us to contemplate on the fact that 'is this riding to consider adventurous or to be condemned?' The concern to condemn such action is an expression of moral attitude which generates moral feeling for disapproval. One could also see some kind of reciprocity in the relationship between moral attitude and moral feeling, in the context of development of good habits. Moreover, the point concerning what could be the ground of such feelings; is it the case that these feelings are generated out of certain dispositions, as Alston points out while describing moral attitudes.⁸The dispositions here are defined as cause of producing actions. In that sense, dispositions have certain explanatory role while elucidating the relationship between moral attitudes and moral judgment or action. We would not initiate the discussion on what could be the nature of dispositions here. That debate might lead to the discussion on the ontology of the attitudes. Rather we would be interested to continue the analysis of feelings relating to the notion of emotion and reason. Often emotion and reason are found to be the locus of moral feeling. Here the notion of feeling is treated with the idea that it contributes to thoughts and motivates a person to act. In other words, feelings



generate motivation that is useful for action explanation. In most of the cases of action explanation, we look for the reason to perform action. Reason not only explains the action but also provides justification. Judgements formed emotionally and intuitively may not have the sense immediate reason. In other words, the agent might fail to give justification for why he/she is performing the action.

Emotion is essential to morality. It motivates the person to act and sometimes to act only to satisfy certain self-interest. The person's inclination to satisfy one's own self-interest could be unpleasant and dangerous for others. It is also true that emotion is very much embedded in nurturing the sense of care. Caring relationship is morally worthy as it minimizes the sense of ego. On the other hand non-caring egoism if only asserted then it develops selfishness. The person here only cares for the fulfilment of his/ her self-interest or desire only. Contrary to this altruism emphasizes that person's action is *ought* to be motivated by the notion of duty. The concept of duty is rationally formed. Kant argued that "a person should act not from inclination but from duty."⁹ According to Kant, morality needs to be articulated by reason rather than sentiment. Reason acts as a constitutive feature of formulating moral law. To act under the guidance of moral law is to act rationally. The person is a rational agent who ought to consider himself as an *end-in-itself* but also ought to treat others as *end-in-itself*. This Kantian consideration shows the duty of very rational agents and their moral concern for others. All rational persons are to be treated as morally dignified persons and ought to share moral feelings of each other. Rachel referring to the notion of altruistic attitude of person writes, "Moral behaviour is, at the most general level, altruistic behaviour, motivated by the desire to promote not only our own welfare but the welfare of the others."¹⁰ The altruistic moral feeling engenders the sense of care, obligation, commitment, duty and responsibility of a

person. Actions articulated by these above moral elements generate a *felt sense of connection* with the others.

The felt sense of connection gives rise to the sense of *attachment* that is necessary for establishing identity relation. The feeling acts as a *positive force* that embraces and accepts *the other* at par with one's own self dignity. Elucidating this, Joseph Raz states that the positive force acts as a source of 'one's meaning for life and responsibilities.'¹¹ One can imagine that this relationship does exist in various kinds of human engagement either as parents, or as lovers, or academics. The mood of engagement defines the responsibility that one undertakes while caring for children, beloved, students. The attitude of care is a moral attitude where we treat the other with a sense of goodness and reverence. 'To understand the nature of moral psychology it is necessary to look at the interpersonal relationship which shows care, harm, altruism and egoism. It also reflects upon the mutual reciprocity, fairness and justice that a person concerned with while performing action or delivering judgment.' Unless the interpersonal relationship is significantly taken into consideration the value of life will lapse. Moral psychology thus in this regard emphasizes that normative thinking is necessary for the articulation of moral judgement.

According to Jonathan Haidt, moral judgment is formed by the manipulation of emotions.¹² The basic idea is that, under some circumstances, we do not come to believe that something is the case, say, 'X is morally wrong' by reasoning about it. Rather, we have an emotion, and the emotion leads us to judge that it is wrong. This model has been gaining momentum in psychology. Haidt, moreover, believes that *emotional intuition* is the basis of most of the moral judgments. Emotion plays a role in motivating the person. This motivation could influence a person to act positively and negatively. The mode of emotional interaction is positive when emotion creates a sense of



cooperation. The agent relates to another agent or another being with a positive sense of attachment. So, emotion can produce good action. It is also possible that emotional response with negative force can motivate the agent to act only with one's own self-interest. Individual egoism is a product of excessive assertion of self-interest that exhibits greed. Emotion requires *intuitive* guidance to articulate moral judgement. Rather sometimes emotion works as intuition, and thus has a cognitive element to form judgment. For instance, when person confirms emotionally that 'something is wrong' or 'right' there emotion is the cause of judgment.

The role of intuition that works in the case of forming judgment shows it is not only related to emotion but also reason. 'Moral intuitions are useful and even necessary as a practical guide or decision procedure, as long as the standard or criterion of right remains the target attribute of having the best consequences.'¹³ If emotion is articulated with intuition then it has a cognitive element. But in much occasion emotion does lack the cognitive element. Suppose, in the case of one's loss of friendship may cause the feeling of sadness. This feeling might occur naturally without any kind of explicit thinking about the consequence. It is the loss that is sufficient to bring about the person feeling. Similarly, in the case of self-righteousness, gratitude, admiration, and elevation that express a positive emotional feeling which are parallel to other emotions similar And, there are emotions such as loyalty, affection, and love, which create and promote morally relevant commitment.¹⁴ Moreover, the function of intuition in characterizing the emotional moral judgment shows the reflective attitude of human thinking. Intuition in that sense is connected with reason.

As we have pointed out briefly about Kant's notion of reason, there is a need to study the *normative reason* of action. Reason *per se*, is a cognitive faculty, functions as an explanatory category for action or

decision. While explaining the action we come to know why the agent performed it, i.e., the reason of performing action. In other words, while explaining action, that agent specifies reason, in the light which he/she acted.¹⁵ We need to investigate what makes the reason of action *normative*. And, we also need to understand how a person is normatively motivated or acts with *normative reason*. Let's talk about the normative reason. 'Actions that are performed intentionally, deliberately or purposefully, they are action with a reason. When we think of such reasons, we think of features that speak in favour of the action (or against it). They are good reasons for doing the action. So they are normative, both in their own nature (they favour action, and they do it more or less strongly) and in their product, since they make actions right or wrong, sensible or unwise. When we think in terms of reasons in this way, we are thinking normatively. We could even call such a reason a normative reason.'¹⁶ Motivating reason is supposed to be the one that actually makes a difference in drawing a distinction between how a person acts and how the person should have acted. The distinction is formed in the light of the choice one makes and justification that he gives while making the choice. Thus, the person starts believing whatever motivates him. In this regard, Dancy tries to trace the source of motivation. In the case of hunger, or thirst *desire* is the source of motivation to go for food. So, according to him, it is important for a person to recognize the content of desire. Because it would determine whether there is a *good reason* to want it. Being motivated to act in a sense depends upon strength of the desire.¹⁷ The strength here is measured with a scale of normativity – that is, the desire must be a good one. Once we drop out 'the evaluative mode' through which the person looks at it, then we may undermine the agent's right to articulate the reason for action. Moreover, the notion of good reason has normative relevance and it is shown at the evaluative level. Hence, the explanation of action could be given with the help of normative reason following which the action is performed.



III. Transition from Mohan to Mahatma: A reading from his *Autobiography*¹⁸

One finds the development of M. K. Gandhi's moral attitude has been there right from his early childhood days. Gandhi was very much influenced by his parents. As he narrates, the moral attitude of his parents, 'my father was truthful, brave and generous, but short-tempered. he was incorruptible and had earned a name for strict impartiality in his family as well as outside.' And, "The outstanding impression my mother has left on my memory is that of saintliness. She was deeply religious. She would not think of taking her meals without her daily prayers. She would take the hardest vows and keep them without flinching. Illness was no excuse for relaxing them."¹⁹ Truthfulness, kindness and generosity are significant moral attitude Gandhi inculcated in his life. He mentioned that 'a passion of truth was innate in me.'²⁰ Truth as an innate idea suggests Gandhi's inclination toward the virtuous practice 'speaking truth'. Truth, for Gandhi, is all pervasive. 'Truth for Gandhi is not as purely philosophical concept, but as a concept in the complex maze of myriad action in the practical life undertaken by him.'²¹ Truth has to be practised in every practical dimension of life is the central point of Gandhian thoughts.

Living a truthful life is considered the highest end of life. Gandhi's 'love for truth' – *satyāgrah* is deep rooted and this takes us to his experience with two plays in the childhood. They are, *Shravan Pitribhakti* and *Danvir Harischandra*. Referring to these two plays, Gandhi writes, "I read it with intense interest. There came to our place about the same time itinerant showmen. One of the pictures I was shown was Shravana carrying, by means of slings fitted for his shoulders, his blind parents on a pilgrimage. The book and picture left an indelible impression on my mind. Here is an example for you to copy', I said to myself. The agonized lament of the parents over



Shravana's death is still fresh in my memory. The melting tune moved me deeply; I played it on a concertina which my father had purchased for me. This play Harischandra – captured my heart. I could never be tired of seeing it. .. I must have acted Harischandra to myself times without number. 'Why should not all be truthful like Harischandra?' was the question I asked myself day and night. To follow truth and to go through all the ordeals Harischandra went through was the one idea it inspired me. I literally believed in the story of Harischandra. The thought of it all often made me weep. My commonsense tells me today that Harischandra could not have been an historical character. Still Harischandra and Shravana are living realities for me, ..." ²²For Gandhi, Sharava and Harischandra are not merely symbolic characters in the respective plays, rather represent real persons. Gandhi has followed them righteously in his walks of life. Shravana's caring attitude for his blind old parents and Harschandra's commitment to truth has tremendously inspired Gandhi. As Shravana and Harischandrasacrificed their personal happiness for the attainment of higher values, has been significantly inscribed in the mind of young reader like Gandhi. He tried to maintain them in his everyday life. This has been reflected in his attitude of service to his father and learning at the school.

As a part of living a truthful life, evidence from Gandhi's schooling is worth mentioning. One of the memorable instances that he narrates is about the instruction of his teacher during the day of inspection. When Gandhi was explicitly directed to copy few words from slate of one of his classmates, he remained persistently silent with the idea that copying is morally wrong. ²³Gandhi always wanted to be morally correct and truthfulness remained the yardstick to correct his attitude. In this connection we would like to bring another incident from schooling days. Gandhi mentions that he 'very jealously guarded his character.' ²⁴ As he incidentally committed a mistake about not



attending the gymnastic class for which Gandhi writes, "I was convicted of lying! That deeply pained me. How was I to prove my innocence? There was no way. I cried in deep anguish. I saw that a man of truth must also be a man of care."²⁵Caring not only has been reflected in his daily service offered to his father but also in his attitude of *caring* to speak truth. The evidence for the latter comes in the form of confession to his father about his bad habits, such as, smoking and eating non-vegetarian food. Initially when he got associated with these habits, he knew that he is lying to his parents. Each time he committed the action, his feeling of guilt was intensified. Gandhi writes, "The knowledge was gnawing at my heart... [he thought] 'deceiving and lying is worse than not eating meat. In their life-time, therefore, meat eating must be out of question."²⁶There after Gandhi left eating meat and non-vegetarian food, but not the friend who motivated him to eat meat.

Gandhi's decision to maintain friendship is something morally significant, overruling his *desire* to eat meat. Like the desire to eat meat, he also mentions another such occasion where he is motivated by the friend and shown no control over the forceful *desire* that made him to visit a brothel. Gandhi does consider such visit as another moral lapse. Nevertheless, the self-analysis is noteworthy. He writes, "From a strictly ethical point of view, all these occasions must be regarded as moral lapses; for the carnal desire was there, and it was as good as act. But from the ordinary point of view, a man who is saved from physically committing sin is regarded as saved. And I was saved only in that sense. There are some actions from which an escape is a godsend both for the man who escapes and for those about him. Man, as soon as he gets back his consciousness of right is thankful to the divine mercy for the escape."²⁷The desire whether it is for having meat and of a carnal desire, he is aware of its forceful character that succumbs a tempted person. In his experiment, he has shown how his struggle for achieving controls and trying his best to do away with it, is something



that has invited the serious attention of a few critics.²⁸ We would not extend this thesis here, but only state that his notion of vegetarianism has a lot to do with this struggle with the body and its instinctive attitudes. Nevertheless it is important to note that the conflict between the force of desire and the force of consciousness (conscience) reveals the subtle character of human freedom. He writes, "As we know that a man often succumbs to temptation, however much he may resist it, we also know that Providence often intercedes and saves him in spite of himself. How all these happen – how far a man is free and how far a creature of circumstances – how far free-will comes into play and where fate enters on the scene – all this is a mystery and will remain a mystery?"²⁹ The freedom of will resides in the spirit of consciousness which helps the man to overcome the strange feeling of a desire. The consciousness forms the inner voice – the voice of *conscience*.³⁰ For Gandhi it is the voice of God that guides us on moral values. Once the force of conscience is heard, then it overrules the force of desire which resulted in writing a confession letter to his father. Gandhi writes, in this note not only did I confess my guilt, but asked adequate punishment for it, and closed with a request to him not to punish himself for my offence. I was trembling as I handed the confession to my father. He was then suffering from fistula ... [he] sat opposite the plank. He read it through, and pearl-drops trickled down his cheeks, wetting the paper. For a moment he closed his eyes in thought and tore up the note. He had sat up to read it. He again lay down. I also cried. I could see my father's agony. If I were a painter I could have drawn a picture of the whole scene today. It is still so vivid in my mind. Those pearl-drops of love cleansed the heart, and washed my sin away. Only he who has experienced such love can know what it is. As hymn says, "only he, who has smitten with arrows of love, knows its power." This was for me, an object lesson in *Ahimsā*. Then I could read in it nothing more than a father's love, but today I know that it was pure *Ahimsā*. When such *Ahimsā* becomes all-embracing, it transforms everything it



touches. There is no limit to its power.”³¹As this situation during the reading of the confession letter remains a meaningful episode of understanding the *pure ahimsā*, is also an important moment for the realization of forgiveness and compassion for truth that washed away the sinful burden of Gandhi. It is no doubt a transforming situation that strengthens the power of love for truth.

IV. Gandhi as Practical Moralist

As a seeker of truth and a true practitioner of *ahimsā*, Gandhi tries to bring out the metaphysical concepts like truth and *ahimsā* into reality. His efforts to give a pragmatic value of these two concepts in real life. It is one kind of *transformative metaphysics*³² like Sankara's *advaita* metaphysics, which expresses such an inward change and enlightenment to know the nature of pure speculation to a unique insight into reality. Gandhi does not want to use truth and *ahimsā* as ontological metaphor like as mainstream philosophers have interpreted. As a practical thinker, Gandhi tries to see his thoughts through the lenses of morality. Morality plays a primary role in his all socio-political and spiritual principles. Gandhi was a deeply principle man who actually thought that ethical condemnation of one's opponent was itself a form of violence. In that reason Gandhi constantly strove to be on the side of morality.

We argue here, 'Gandhi as a moral psychologist not a philosopher'. Anyone may ask, why we are trying to designate him as moral psychologist instead of saying philosopher. For this question, we would like to come with some strong arguments in the support of this question. As we know that moral psychology is a newly emerged discipline where mainly study about human moral behaviour and it tries to make a bridge between philosophy and psychology. Moral psychology deals with theoretical and partly experimental part of psychology which is also present day called as experimental moral philosophy³³. This kind



of study primary concern is experimental approach on human behaviours, especially reason and passion, culture, innate ideas, the origins of people's moral and religious beliefs. Gandhi is also that kind of thinker whose all thoughts are grounding on morality. His metaphysical understanding of *ahimsā* is based on moral as well as pragmatic. Gandhi says that his life is his message³⁴. Through this statement Gandhi might tries to message his moral understanding of human beings. His major concerns is that human beings should live with virtue, live with good character, with a major focus on ethical intentions and actions in order to meet the needs of other suffering beings.

Gandhi might have believed that morality is key element for human moral motivation and that is only possible through truth and *ahimsā*. As we know that Gandhi is the most significant proponent of these two concept in twenty century. His evaluation of *ahimsā* is not like other traditional religious Guru's or philosophers such as Buddha, Jaina (tirthankara's). Gandhidid not believe *ahimsā* as creed because he had doubt as to how many person really understand in the creed of nonviolence. Thus, he believe and use nonviolence as policy rather than a creed which has helped him in later to fight against British imperialism. For him, creed of nonviolence is an extremely active force and that is nothing but love force. Gandhi strongly believes that nonviolence can only motivate a person to finding truth and to living a truthful life one has to follow the path of *ahimsā*. Gandhi himself said in his autobiography,³⁵ "In the journey searching for truth I find *ahimsā*. I have only retrieved it, never discovered a new." From this statement one can presume that seeking truth and finding *ahimsā* is the turning point for Gandhi's moral motivation and moral transformation of his life which has immensely help him to understand human moral conscience. Moral conscience is an *inner voice of a person*, according to Gandhi, it is *voice of God*³⁶. Gandhi firmly believes that if



anyone's want to morally motivate themselves then first they have to listen their inner voice and it will only possible through self-realisation and for that one's need self-respect.

If we look at Gandhi's socio-political and economic thoughts in regarding to development than we will get clear picture which is also grounded on morality. He never wanted to give some abstract ideas on economics and society like Tolstoy, Adam Smith, John Lock and other socio-political thinkers have given on development. Gandhi is man of practice, he believes that ideas will be more meaningful when one's will practiced it. For Gandhi, development means all round development. For him, development means not only socio political or economic or industrial development but also mental and physical. For him, development should be for all human and non-human race and human beings are only responsible for all kind of good and bad action because human beings have rational power to judge what is good or bad, and right or wrong. Gandhi is very much in favour of sustainable development. Sustainable development can only save our future generation and we all are responsible for it. Human's developmental orientation should be altruistic not egoistic. Gandhi says, "Nature has enough for our need but not for our greed". Thinks for others is the major concern of his developments. Gandhi advises to use natural resource but there should be always some limits because it is our responsible to save our nature for future race. He advises people to minimise their wants because its people make greedy and it will be harmful for poor and as well as our earth. Gandhi always emphasis on rural development especially weaker section. His approach is to moral value not to material value. Material value only leads our greed but moral value can make people happy. Therefore, Gandhi may give's importance on *self-sufficient*. Gandhi firmly believes that every people should beself-sufficient as far as their basic needs---foods, shelter, cloths and other necessities. For him physical labour is necessary. He says' "if



all laboured for their bread then there would be enough food and enough leisure for all"³⁷. Physical labour force for people to realise the others pain.

V. Conclusion

In this paper, we proposed to oppose Gandhi as philosopher and designate him as moral psychologist. From the whole bulk of foregoing discussion, it is very clear that Gandhi is a practical moralist what actually moral psychologist also do the same in their research. His experiment with truth is one of best example for that. As a seeker of truth puts earnest effort keeping faith on truth. The efforts are indicators of truth seeker's moral attitude. In this regard, truthfulness is a moral attitude revealed in the very act of truth seeking. Gandhi as a seeker of truth not only shows faith on the voice of conscience, but also acted with altruistic desire to realize truth. The altruistic moral attitude expresses the sense of attachment in which one experiences the other. And, for Gandhi, such experience is to be counted as moral experience through which one realizes truth. Conceiving truth through conscience, Gandhi critiques the spiritual nature of truth.

The moral attitude does reflect the character of a person. The normativity of truth is significant for building up moral character and establishing moral identity of a person, without which human existence may not hold any significance. Gandhi was real *satyāgrahi* – a moral exemplar. His moral attitude is not merely a symbolic representation of relating truth and non-violence, rather is evidence which could be inculcated into any one's life for understanding the moral significance of truth seeking. Hence the integrity between *ahimsā* and truth, which was one of the points of our discussion, is not discussed separately. As it is the cliché of Gandhi's moral psychology, we have tried to discuss this point along with the notions of truthfulness as moral attitude and the act of truth seeking.



His practical evaluation of truth and *ahimsa* lead him to become a moral psychologist because his understanding of truth and *ahimsa* is very much pragmatic which is widely exceptional from other mainstream philosophical thoughts. He was using truth and nonviolence as policy more than creed which immensely helped to characterise him as a pragmatic thinker. Even Gandhi uses *satyagrah* as a method of nonviolence to fight and overcome against British injustice. This kind of methodology only followed by moral psychologist whereas mainstream philosophers never follow these kinds of thought process.

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A SURVEY ON ENERGY EFFICIENT BIO-MEDICAL DATA TRANSMISSION IN WIRELESS SENSOR NETWORKS BY CONGESTION AVOIDANCE USING MULTIPLE SINKS

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Abstract:

Wireless Sensor Networks (WSNs) are the collection of self organizing sensor nodes deployed in various physical environments statically or dynamically depend upon the application. Wireless Sensor Networks (WSN) is very popular because of its wide application range which plays an important role in the medical field. The use of Wireless Sensor Networks (WSN) in medical services aims at providing continuous monitoring of patients physiological data. The long term data acquisition (e.g. Electrocardiogram (ECG) and Electroencephalography (EEG)) process of patient monitoring produces large amount of data which puts forward high demand on sensor lifetime. So using light weight algorithm, data is compressed in certain degree and transmitted. Transmitted data is collected by multiple sinks which avoids the congestion, in turn avoids packet loss and reconstruction of the data is done at the sink node. Parameters like Throughput, energy consumption will be improved and packet loss will be reduced using the proposed algorithm.

Keywords: Sensor lifetime, congestion, multiple sinks, packet loss.

1. INTRODUCTION

A Wireless sensor network(WSN) consist of spatially distributed autonomous sensors to monitor physical or environmental conditions



such as temperature, sound, vibration, pressure, motion or pollutants and to cooperatively pass their data through a network to a destination.

Wireless sensor network is built of "nodes" from a few to several hundreds or even thousands, where each node is connected to one (or sometimes several) sensors. Each such sensor network node has typically several parts: a radio transceiver with an internal antenna or connection to an external antenna, a microcontroller, an electronic circuit for interfacing with the sensors and an energy source, usually a battery or an embedded form of energy harvesting. A sensor node might vary in size from that of a Shoebox down to the size of a grain of dust, although functioning "motes" of genuine microscopic dimensions have yet to be created.

Wireless sensor networks represent one of the hottest current research topics, both because of the ever widening range of related attractive applications and numerous challenging open issues that still have to be solved for those applications to operate reliably and efficiently. Wireless sensor networks have many applications in everyday life, in the fields of scientific, logistic, healthcare, military, etc.,

2. Related Work

The method proposed by [12] focuses on low energy adaptive cluster hierarchy (LEACH). It is based on randomized rotation of the CHs to distribute the energy load among the sensor nodes evenly in the entire network. Each node elects itself as a CH based on a probabilistic scheme and broadcasts its availability to all the sensor nodes present in the area. The received signal strength is the prime parameter for determining the communication distance between the nodes. The CH performs aggregation of the packets received from all the nodes present in their cluster. Also, all the nodes get a chance to become the CH to balance the overall energy consumption across the network. Although



the complexity of the LEACH is low, the algorithm is not energy efficient due to irregular distribution of the CHs.

On the other hand, [13] proposed energy-efficient Heterogeneous clustered (EEHC) scheme in heterogeneous environment in which a percentage of nodes are equipped with more energy than others. The nodes play the role of a cluster head based on the weighted election probabilities according to the residual energy. Though the concept of heterogeneity is introduced, this protocol does not consider different parameters for the selection of CHs.

The method proposed by [14] employs a priority based congestion avoidance scheme PCAH which not only avoids the congestion problem but also provides efficient mechanism to save energy. The proposed scheme combines the functioning of MAC layer and transport layer by introducing the concept of sleep management and traffic control respectively. However, this scheme is limited to only smaller networks. [15] Proposed a novel congestion avoidance technique to avoid losing real-time and life-critical medical data (e.g. ECG and EEG). The technique integrates the existing rate control scheme of Relaxation Theory with a method known as Max-Min Fairness to achieve better performance. [4] Proposed a cluster based approach using controlled flooding with multiple mobile sink for prolonging the life time

of a WSN. But, this method is limited to

and link failure due to mobility of sink nodes.

PROBLEM STATEMENT

In medical applications, a priori detection & collection of human physiological data such as blood pressure, heart rate, and glucose level can be used to detect chronic symptoms in advance. In such applications, packet loss should not occur during continuous monitoring of the patients. If packet loss occurs, it causes wrong



treatment or even causes death to the patients. In Wireless sensor network, sensor node may drop the data packet due to energy level of the node, network congestion and malicious behavior of the node.

So, the proposed system aims at preserving the energy level of the node by compressing the data to be transferred, detecting and isolating the malicious node, and avoiding the network congestion by using static and mobile sinks. Here light weight compression technique is used which provides the energy optimization, in turn reduces the complexity of the wireless sensor network.

3. PROPOSED METHOD

In the proposed system, heterogeneous wireless sensor network is constructed. Wireless sensor network is divided into number of clusters and each cluster is provided with the separate sink. In each cluster, cluster head is selected based on the energy level and trust level of the sensor node. The long term acquisition process of patient monitoring produces large amount of data which puts forward high demand on sensor lifetime. So using light weight algorithm, data is compressed in certain degree and transmitted. Transmitted data is collected by multiple sinks which avoids the packet loss. Reconstruction of the data is done at the sink node. Parameters like Throughput, packet loss, energy consumption and other parameters will be noted and shown in the graph.

4. BLOCK DIAGRAM OF THE PROPOSED SYSTEM

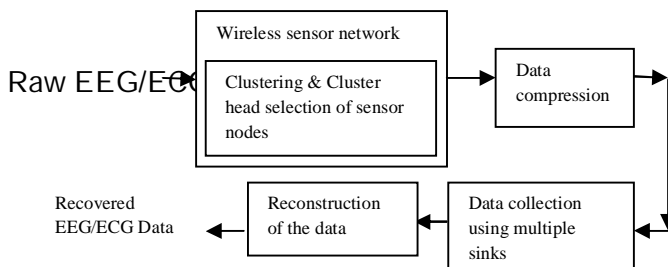


Figure: 1 Block diagram of the proposed system

5. OBJECTIVES OF THE PROPOSED WORK

- To apply different algorithms for cluster formation and cluster head selection.
- To apply different light weight algorithms for data compression to improve the sensor lifetime.
- To apply different algorithms to reduce end to end delay to control energy consumption.
- To apply different algorithms to minimize the congestion and avoids the packets loss by static and mobile sinks.

6. METHODOLOGY

- Applying new algorithms in WSN for cluster formation, data compression, congestion avoidance by using multiple sinks and the performance evaluation is done which will be compared with the existing methods.
- Using new algorithms, Energy consumption, end to end delay, network congestion, packet loss can be controlled. Proposed work will be carried out by using network simulator software.



7. FLOW CHART

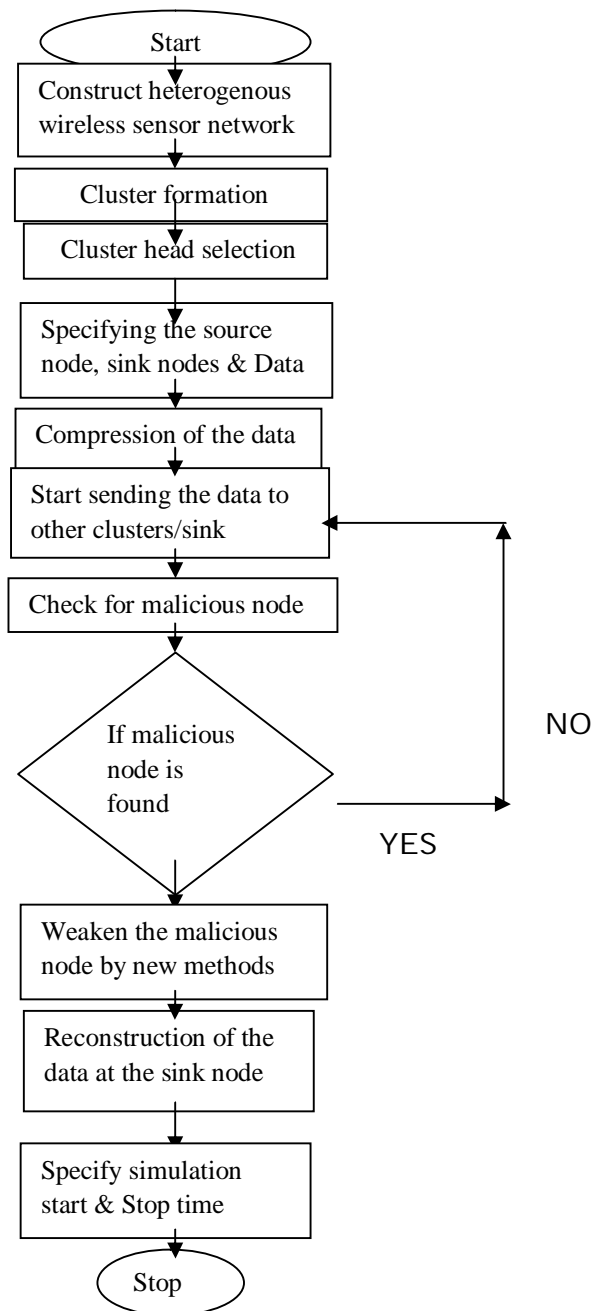


Figure: 2 Flow chart of the proposed system

The above flow chart shows the proposed system. Heterogenous wireless sensor network is constructed and divided into number of clusters. Cluster head is selected by energy and trust level. Data is compressed and transmitted in heterogenous wireless sensor network. All the sensor nodes are checked for malicious condition before each transmission. If the node is found to be malicious, malicious node is isolated & data is transmitted using other nodes using static & mobile sinks. Finally, data is received and reconstructed.

9. POSSIBLE OUTCOMES

Energy consumption can be minimized and lifetime of the sensor node can be increased by compressing the data to be transmitted. Throughput can be increased by reducing the packet loss, congestion avoidance using static and mobile sink nodes.

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Parameters	Existing system	Proposed system
Energy consumption	HIGH	LOW
Node lifetime	LOW	HIGH
Congestion Avoidance	LOW	HIGH
Packet loss	HIGH	LOW
Throughput	LOW	HIGH
End to End Delay	HIGH	LOW



A STUDY ON PROMOTION MIX & ITS INFLUENCE ON CONSUMERS' BUYING BEHAVIOUR OF TWO WHEELERS IN RAYALASEEMA REGION, ANDHRA PRADESH, INDIA

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Abstract

Two wheelers were one of the most affordable forms of motorized transport available in the present globalised modern world. In India ICRA expects the 2W industry to report a volume CAGR of 10-12% over the next five years to reach a size of ~28-30 million units by 2018-19 in view of fundamental growth drivers. The study aimed at promotional mix and its influence on consumers buying behaviour in Rayalaseema region of Andhra Pradesh with a sample size of 290 respondents based on convenient sampling method and statistical tools like Simple percentage method, Chi-Square Test were used. *The study found that Advertising (cal. value of X^2 viz., 16.10622 > table value - H_0 rejected and H_1 accepted), followed by Sales Promotion (calculated value of X^2 8.201297 > table value - H_0 rejected and H_2 accepted), followed by Directing Marketing (calculated value of X^2 5.09898 > table value - H_0 rejected and H_3 accepted), followed by Public Relations (calculated value of X^2 5.160609 > table value - H_0 rejected and H_4 accepted) and followed by personal selling (calculated value of X^2 25.85356 > table value - H_0 rejected and H_5 accepted), factors influence the buying behaviour of consumers in two wheelers purchase.*

Key words : Advertisement, Sales Promotion, Direct marketing, Public relations and Personal selling factors

Introduction:

Two wheelers are one of the most affordable forms of motorized transport available in the present globalised competitive scenario of modern world. In all most all the parts of the world two wheelers were the most familiar type of motor vehicle. Invention of two wheeler vehicle in 1884 brought a revolution in the two wheeler automobile industry and reached the heights passing through different kind of eras of two wheelers, country origins and different companies emerged. In the modern era Japanese two wheelers are dominating the entire global market, but in the south Asian region Indian Brand two wheelers evolved as threat for Japanese two wheeler market. The automobile industry designs, develops, manufactures, markets, and sells motor vehicles, and is one of the world's most important economic sector in respect of revenue. The Indian two-wheeler (2W) industry has shown a strong volume growth over the last two-years, having grown by 25% in 2014-15 and 27% in 2015-16 to reach 13.3 million units. Going forward,

ICRA expects the 2W industry to report a volume CAGR of 10-12% over the next five years to reach a size of ~21-23 million units by 2015-16 as it views the fundamental growth drivers - comprising of expected steady GDP growth, moderate 2W penetration levels, favourable demographic profile, under developed public transport system and utility quotient of a 2W - to be intact. Additionally, the entry of new players in the industry, multitude of new model/ variant launches, growing distribution reach, cheaper ownership costs on a relative basis are expected to be some of the other prime movers for industry growth over the medium term. ICRA believes the landscape of the Indian 2W industry is set to evolve as several new players are keen to enter into the Indian market which would further intensify competition; most existing players plan to extend/ strengthen their reach into the rural and semi-urban markets to harness incremental growth opportunities; and manufacturers are showing increased thrust on new product development and repositioning to tap new customer segments.

DEMAND DRIVERS FOR THE 2W INDUSTRY: On one hand, growing economic well-being reflected in rising per capital GDP is likely to make 2Ws more affordable; on the other, various fundamental drivers such as low 2W penetration (in relation to several other emerging markets), favorable demographics (figure 1), growing urbanization and swelling replacement demand are expected to enable the growth momentum to sustain over the medium term.

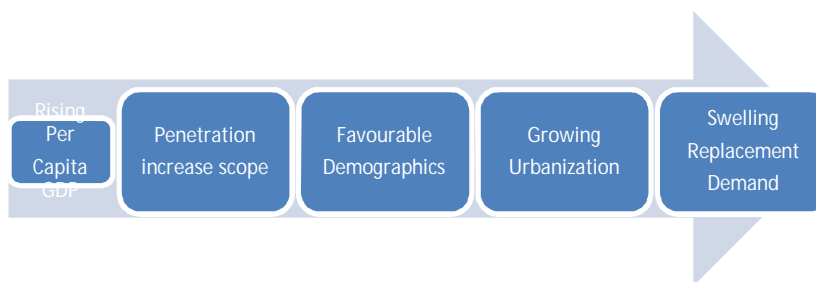


Figure 1: demand drivers for 2w industry, Source: ICRA Report

India's per capita real GDP growth of 7% (CAGR) over the last six years has contributed substantially towards raising the standard of living of households, which in turn has been one of the key drivers of growth for the country's automobile industry. Addition to it

penetration increase scope in consumers, favorable demographics, growing urbanization and swelling replacement demand changed the two wheeler market of India. India has a very high share (around 75%) of two-wheelers (vs. passenger 13 vehicles). Chart 1 suggests that while developed countries' vehicle ownership and motorization 14 levels are relatively saturated, they are rising rapidly in developing countries like India and 15 China

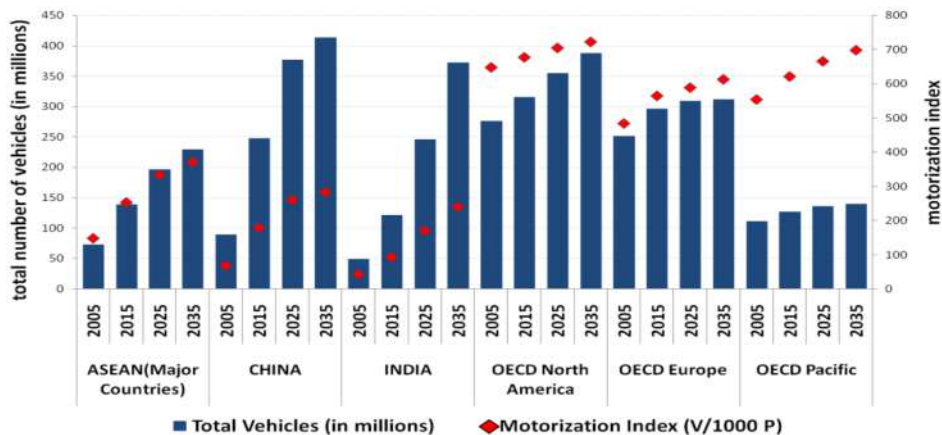


Chart 1: Number of Vehicles and Motorization Rates by Region

Source: Embarq India (2016); V/1000 P = vehicles per 1,000 persons

The competitive nature of the automobile industry has prompted the companies to take up new and innovative market strategies towards the competition. The automobile industry in India has witnessed a rapid growth over the last couple of decades and in recent years it has also captured the attention of the whole world with some innovative products. It includes manufacturing of cars, two-wheelers like motorcycles, scooters, bikes, passenger cars, trucks, tractors, defence vehicles and buses. It can be divided into car manufacturing, heavy vehicle manufacturing and two-wheeler manufacturing.

Promotion Mix:

Marketers have to study the consumer response to marketing stimuli regularly and look into the buyer's black box to adapt their marketing strategies to elicit the required response. Promotion is an important part of marketing mix. "The Specific bend of advertising, sales



promotion, public relation, personal selling and direct marketing tools that the company uses to persuasively communicate customer value and build customer relationship". Once a product is developed, its price is determined the next problem comes to its sale i.e., creating demand for the product. It requires promotional activities. The activities are techniques which bring the special characteristics of the product and of the producer to the knowledge of prospective customers. Promotion is a process of communication involving information, persuasion, and influence.

Promotion is the efforts of the seller to sell the product effectively. Promotion is the communication with the customers to pursue them to buy the product. It is the duty of the marketing manager to choose the communication media and blend them into an effective promotion programme. These are more than one type of tools used to promote sales. The combination of these tools with a view to maintain and create sales is known as promotion mix. Promotion mix is the name given to the combination of methods used in communicating with customers. There are tools of promotion mix viz. advertisement, personal selling, publicity and sales promotion. These are called elements of promotion mix.

Elements of Promotion Mix:

There are four elements of promotion mix:

- ✓ Advertising
- ✓ Personal Selling
- ✓ Public Relation
- ✓ Sales Promotion
- ✓ Direct Marketing

Review of Literature:

Nalini. K.. el 2014 conducted a study on " Impact Of Sales Promotional Activities Of Airtel Broadband" . The study was done with the sampling size 100 of the respondents using simple random sampling drawn from the households of Combaitore region for stabilising the company in the market as well as to retain its identity with sales promotional activities. The study found that Majority of the respondents are known about Airtel company by friends and there is no



relationship between age and source of information about Airtel. . It is also found that there is no relationship between gender of the respondents and overall satisfaction about Airtel broadband. The study also exhibits that (50%) of the respondents feel that sales promotional activities have huge impact on their purchase.

In a study conducted by B K Suthar and Dr. Shamal Pradhan entitled "Promotion Mix: An Inquiry on Alignment between Level of Customer Awareness and Purchase Intension. The study was aimed to examine the customers` level of awareness and sales promotion mix in context to Bharat Sanchar Nigam Limited, Vadodara Telecom District. The questionnaire was prepaid cellular service users of Bharat Sanchar Nigam Limited, Vadodara Telecom District through email and in person to 430 respondents (430 out of 250270). The main objectives of the study in context to users of Bharat Sanchar Nigam Limited, Vadodara Telecom District were to study the relationship between customer level of awareness and attitude on personal selling, to study the relationship between customer level of awareness and attitude of consumer purchase intention, to study the relationship between customer level of awareness and attitude of sales promotion intention, to study the relationship between customer level of awareness and attitude on Direct Marketing, to study the relationship between customer level of awareness and attitude on advertising. The result revealed that reveals there was significant positive relationship among different dimensions of promotion mix like attitude of personal selling, attitude of sales promotion, attitude on direct marketing, attitude of Advertising with respect to consumer level of awareness towards various cellular mobile services of Bharat Sanchar Nigam Limited as one of the Cellular Service Providers (CSPs) in Vadodara Telecom District of Gujarat.

Omesh Chandra (2011) conducted a study on "a Study of consumer buying behaviour towards bikes. The study was concentrated on rapid changing perception of consumers towards power segments bikes and to know the satisfaction level of consumers, who user bikes. The study was conducted on a sample of 50 respondents from four districts and statistical tool Chi-Square test was used. The study found that buyers prefer to purchase the bikes based on offer, high fuel efficiency, modern Technology, good quality, reasonable price and better durability. The study had found that 53% respondents are highly satisfied with respect

to bikes followed by 47% as satisfied. Finally it was concluded that most of the respondents were aware of many popular brands of bikes.

A study was conducted by **Dr. Sardar Gugloth (2011)** on a study relating to Decision-making process of purchasing two wheelers in rural area of Andhra Pradesh. The study was focused to identify the factors influencing rural consumers in purchase and choice of preference while purchasing two wheelers. The study was conducted on a sample of 96 consumers and statistical tools like simple percentage and chi-square tests have been used in order to study the objectives. The study had found that in both rural and urban areas majority of respondents are influenced by family members and friends at the time of brand selection. It also found that most of the rural consumers are giving choice of selection with reference to mileage

In a study conducted by **Venela (2009)** on A Study on Two Wheelers in India Rural Market. The study concentrated to find out the factors affecting the purchasing decision in rural market. The study attempted to analyse various factors affecting the purchasing decision in India rural market and concluded that most of the rural consumers were influenced by features, brand image and quality of two wheelers.

In a study conducted by **N. G. Nidhi Kotwal (2008)** entitled Impact of T.V Advertisements on Buying Pattern of Adolescent Girls. The study aimed to find the impact of advertisements on adolescents in buying decision process. The study found that adolescents are highly attracted towards the TV commercial in which advertisement strongly position product in the mindset of customers which influence customer to buy in the process of buying. The study also found that mass media has the great impact on the advertisements and Companies were moving towards the creative content which attracts the teenage girls as well as boys to buy the products.

In a study conducted by **Chidambaram..el (2004)** on Brand Preference of Passenger Car with reference to Coimbatore City, Tamilnadu. The study aimed at factors considered by customers for brand preference while taking decision to buy passenger cars. The study found that customers give more importance to fuel efficiency than other factors. The study also found that the brand name tells them something about technology, utility, quality, and the like. Finally the study concluded that customers prefer to purchase the passenger



cars which offer high fuel efficiency, good quality, technology, durability and reasonable price.

Jatinder Chhabra (2003) conducted a study on Factors Affecting the Purchase Behavior of Motor Cycles. The study focused at factors affecting the purchase behavior of motorcycle. The study found that in India motorcycle market were increasing day to day and on economy platform Hero Honda was main seller. The study also found that from time to time based on competition to compete with competitors, Hero Honda Company introduced a number of models, with high fuel efficiency. The study stated that for customers who were looking for a economy, style and light blend of power Bajaj Company bikes was right choice.

Need and importance of study:

In todays modern world buyer's behaviour acquired immense assurance and privilege in academics and industry. Companies were looking at buyer's behaviour as a requisite to compete on cost, quality, delivery and flexibility. Two wheeler sector of automobile industry has been increasing day by day with rapid pace and a 4% annual contributor to GDP and 5% of total industrial output a need very badly to with stand this sector. As the threat coming in near future as discussed above, Passenger car production in India is projected to cross three million units in 2016-17. Sales of passenger cars during 2008-2009 to 2016-2017 are expected to grow at a CAGR of around 10. Low price cars are coming. This may effect if the two wheeler industry, if not taken care and planned properly. So the need for research work exists and suggests ways to two wheeler industry and makes it contribute 4% annually as it is carrying now. As there are less studies or no studies done in the area of buyer's behaviour with respect to two wheelers in India, hence there is need to do an in- depth study. The present study is concentrated on the Rayalaseema region of Andhra Pradesh where there is lot of scope for improvement

Objectives of the study:

- ◎ To study the demographic profiles of the consumers selected for the study.
- ◎ To study elements of promotional mix and its impact on buying behaviour of consumers regarding two wheelers



- ◎ To analysis, interpret and conclude the study.

Scope of the study

The present study was concentrated on promotion mix and its influence on consumers buying behaviour in selected two wheelers companies. The companies were selected based on Brand image and turnover of sales. The important activities related to promotion mix like advertising, sales promotion, direct marketing, public relations and personal selling factors which influence buyer behaviour and problems related to buyers' behaviour in general have been covered. The scope of study was confined with special reference to Rayalaseema region, Andhra Pradesh

Hypothesis :

H₁: Advertising do influence the buying behaviour of consumers

H₀: Advertising do not influence the buying behaviour of consumers

H₂: Sales Promotion do influence the buying behaviour of consumers

H₀: Sales Promotion do not influence the buying behaviour of consumers

H₃: Direct Marketing do influence the buying behaviour of consumers

H₀: Direct Marketing do not influence the buying behaviour of consumers

H₄: Public Relations do influence the buying behaviour of consumers

H₀: Public Relations do not influence the buying behaviour of consumers

H₅: Personal Selling do influence the buying behaviour of consumers

H₀: Personal Selling do not influence the buying behaviour of consumers

Research Methodology:

To carry on research process data holds a predominant place for the study. The present study comprises of data collected through primary sources and secondary sources.



Primary Data: the primary data was collected from observation, discussions and with the help of questionnaire to the sample size selected from Rayalaseema region compressing of Chittoor, Kadapa, Kurnool and Anantapuramu districts. The questionnaire was predesigned and pre- tested before it was administered.

Secondary data: The data confined to Rayalaseema region districts was collected from the records of government and its publications with view in accomplishing the objectives of the study. Secondary data was collected from press, journals, News papers, reports, reference books survey reports, two wheelers Companies annual and financial reports e.t.c.

Statistical tools: Simple percentage technique has been used to analyze the responses of respondents. Chi-square test has been used to test the hypothesis at 5% level of significance and other tools as felt necessary.

Size of Sample: Convenient sampling technique is adopted in this study. Samples of 75 two wheeler users were considered from the each important towns of Rayalaseema region of Andhra Pradesh districts namely Chittoor, Kadapa, Kurnool and Anantapuramu. In the data cleaning process 10 questionnaires were found inappropriate for the reason that they had incomplete, inconsistent and illegible responses and were excluded from the final analysis thereby the sample size was finally reduced to 290.

The table I depicts the two wheelers users equal proportionately considered for the study.

Table: I selection of two wheelers users as area wise

S.No.	Name of the area in Rayalaseema Region - Andhra Pradesh	Size of sample selected	Percentage
1.	Anantapuramu	75	25%
2.	Kurnool	75	25%
3.	Kadapa	75	25%
4.	Chittoor	75	25%
Total		300	100

Source: Field Survey



The socio-economic background of the population regarding gender wise was depicted in Table II.

Table II: socio-economic background of the population (gender wise)

S.No.	Demographic Profile	category	Frequency	Percentage%
1	Gender	Male	188	64.82 %
		Female	102	35.18 %
Total			290	100

Source: Field survey

The chart II (pie chart) depicts the graphical representation of socio-economic background of the population which was depicted in Table II as follows

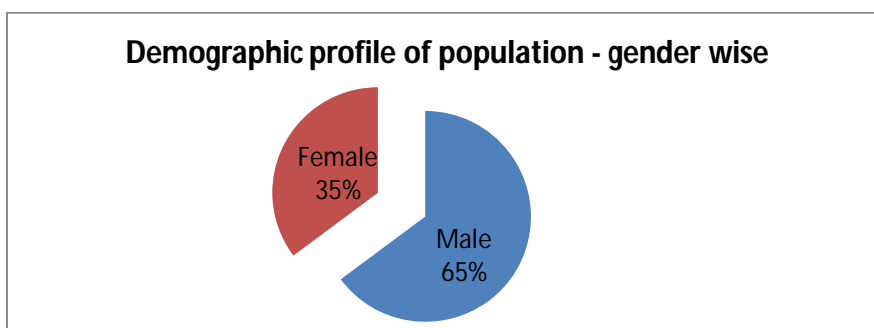


Chart II: pie chart showing demographic profile - gender wise

SOCIO ECONOMIC PROFILE

The description about the socio economic profile of the sample consumers was depicted in table III.

Table III: Socio economic profile of respondents

S.No.	Demographic Profile	Category	Frequency	Percentage%
1	Area of Residence	Urban	179	61.72
		Rural	111	38.28
		Total	290	100
2.	Age	≤ 20 years	32	11.03



		21-35 years	138	47.59
		36- 50 years	95	32.76
		50 +	25	8.62
		Total	290	100
3.	Marital status	Married	172	59.31
		Unmarried	118	40.69
		Total	290	100
4.	Education	< Graduate	103	35.51
		Graduate	95	32.76
		PG	52	17.93
		PG +	40	13.8
		Total	290	100
5.	Financial Status	Dependent	110	37.93
		Independent	180	62.07
		Total	290	100
6.	Profession	Student	71	24.49
		Govt. employees	52	17.93
		Private Employees	48	16.55
		Business	32	11.03
		Professionals	46	15.87
		Agriculturist	35	12.07
		Others	6	2.06
		Total	290	100

Source: Field Survey

From Table 3, it is evident that 61.72 % of the respondents belonged to urban area, 47.59% were in the age group of 21 - 35 years, 59.35% of the respondents were married, 32.76% of the respondents were graduates, 24.42% were students, 75.58% of the respondents were employees (Govt. employees, private employees, business, agriculturist and others), 62.07% of the respondents were financially independent were taken for this study.

Testing of Hypothesis :

Hypothesis:1 H_1 : Advertisement do influence the buying behaviour of consumers



H_0 : Advertisement do not influence the buying behaviour of consumers

Hypothesis is tested using Chi-square Test. The primary data collected can be arranged in the form of a 2 x 2 contingency table as given below in table IV.

Table IV: Contingency table - hypothesis I

Description of Element	Influence the buying behaviour of consumers	Do not influence the buying behaviour of consumers	Summation
Considering Advertisement	215	24	239
Not Considering Advertisement	35	16	51
Sum total	250	40	290

Source : Field Survey

Under the null hypothesis of independence, various expected frequencies are calculated and computation of CHI-Square is as follows in table V.

Table V: Computation of CHI-Square for hypothesis- I

Observed Frequencies(O)	Expected frequencies (E)	o-E	(O-E) ²	(O-E) ² /E
215	206.03	8.97	80.4609	0.39053
24	32.97	-8.97	80.4609	2.440428
35	43.97	-8.97	80.4609	1.829904
16	7.03	8.97	80.4609	11.44536
Total				16.10622

$$\chi^2 = \sum \{(O-E)^2/E\} = 16.10622$$

$$d.f = (2-1)(2-1) = 1 \text{ and } \chi^2_{0.05} \text{ for 1 d.f.} = 3.84$$



Since calculated value of X^2 viz., 16.10622 was much greater than the tabulated value, it is highly significant and hence the null hypothesis refuted (rejected) at 5% level of significance. Hence, we conclude that Advertisements do influence the buying behaviour of consumers

Hypothesis: 2 H_2 : Sales Promotion do influence the buying behaviour of consumers

H_0 : Sales Promotion do not influence the buying behaviour of consumers

The above hypothesis is tested using Chi-square Test.

The primary data collected can be arranged in the form of a 2 x 2 contingency table as given below in table VI.

Table VI: Contingency table for hypothesis II

Description of Element	Influence the buying behaviour of consumers	Do not influence the buying behaviour of consumers	Summation
Considering Sales Promotion	211	34	245
Not Considering Sales Promotion	31	14	45
Sum total	242	48	290

Source : Field Survey

Under the null hypothesis of independence, various expected frequencies are calculated and computation of CHI-Square is as follows in table VII

Table VII: Computation of CHI-Square for hypothesis- II

Observed Frequencies(O)	Expected frequencies (E)	o-E	(O-E) ²	(O-E) ² /E



211	204.44	6.56	43.0336	0.210495
34	40.56	-6.56	43.0336	1.060986
31	37.56	-6.56	43.0336	1.145729
14	7.44	6.56	43.0336	5.784086
Total				8.201297

$$X^2 = \sum \{(O-E)^2/E\} = 8.201297$$

$$d.f. = (2-1)(2-1) = 1 \text{ and } X^2_{0.05} \text{ for } 1 \text{ d.f.} = 3.84$$

Since calculated value of X^2 viz., 8.201297 is much greater than the tabulated value, it is highly significant and hence the null hypothesis refuted (rejected) at 5% level of significance. Hence, we conclude that Sales Promotion do influence the buying behaviour of consumers

Hypothesis: 3 H₃: Direct Marketing do influence the buying behaviour of consumers

H₀: Direct Marketing do not influence the buying behaviour of con

The above hypothesis is tested using Chi-square Test. The primary data collected can be arranged in the form of a 2 x 2 contingency table as given below under in VIII.

Table VIII: Contingency table for hypothesis III

Description of Element	Influence the buying behaviour of consumers	Do not influence the buying behaviour of consumers	Summation
Considering Direct Marketing	225	28	253
Not Considering Direct Marketing	28	9	37
Sum total	253	37	290

Source : Field Survey



Under the null hypothesis of independence, various expected frequencies are calculated and computation of CHI-Square is as follows in table IX.

Table IX: Computation of CHI-Square for hypothesis- III

Observed Frequencies(O)	Expected frequencies (E)	o-E	(O-E)2	(O-E)2/E
225	220.72	4.28	18.3184	0.082994
28	32.28	-4.28	18.3184	0.567485
28	32.28	-4.28	18.3184	0.567485
9	4.72	4.28	18.3184	3.881017
Total				5.09898

$$X^2 = \sum \{(O-E)^2/E\} = 5.09898$$

$$d.f = (2-1)(2-1) = 1 \text{ and } X^2_{0.05} \text{ for } 1 \text{ d.f.} = 3.84$$

Since calculated value of X^2 viz., 5.09898 is much greater than the tabulated value, it is highly significant and hence the null hypothesis refuted (rejected) at 5% level of significance. Hence, we conclude that Direct Marketing do influence the buying behaviour of consumers

Hypothesis: 4 H₄: Public Relation do influence the buying behaviour of consumers

H₀: Public Relation do not influence the buying behaviour of con

The above hypothesis is tested using Chi-square Test. The primary data collected can be arranged in the form of a 2 x 2 contingency table as given below in table X.

Table X: Contingency table for hypothesis IV

Description of Element	Influence the buying behaviour of consumers	Do not influence the buying behaviour of consumers	Summation
Considering Public	216	35	251



Relation			
Not Considering Public Relation	28	11	39
Sum total	244	46	290

Source : Field Survey

Under the null hypothesis of independence, various expected frequencies are calculated and computation of CHI-Square is as follows in table XI.

Table XI: Computation of CHI-Square for hypothesis- IV

Observed Frequencies(O)	Expected frequencies (E)	o-E	(O-E) ²	(O-E) ² /E
216	211.18	4.82	23.2324	0.110012
35	39.82	-4.82	23.2324	0.583435
28	32.82	-4.82	23.2324	0.707873
11	6.18	4.82	23.2324	3.759288
Total				5.160609

$$X^2 = \sum \{(O-E)^2/E\} = 5.160609$$

$$d.f = (2-1)(2-1) = 1 \text{ and } X^2_{0.05} \text{ for } 1 \text{ d.f.} = 3.84$$

Since calculated value of X^2 viz., 5.160609 is much greater than the tabulated value, it is highly significant and hence the null hypothesis refuted (rejected) at 5% level of significance. Hence, we conclude that Public Relations do influence the buying behaviour of consumers

Hypothesis: 5 H_5 : Personal Selling do influence the buying behaviour of consumers



H_0 : Personal Selling do not influence the buying behaviour of con

The above hypothesis is tested using Chi-square Test. The primary data collected can be arranged in the form of a 2 x 2 contingency table as given below in table XII.

Table XII: Contingency table for hypothesis V

Description of Element	Influence the buying behaviour of consumers	Do not influence the buying behaviour of consumers	Summation
Considering Personal Selling	177	22	199
Not Considering Personal Selling	58	33	91
Sum total	235	55	290

Source : Field Survey

Under the null hypothesis of independence, various expected frequencies are calculated and computation of CHI-Square is as follows in table XIII.

Table XIII: Computation of CHI-Square for hypothesis- V

Observed Frequencies(O)	Expected frequencies (E)	o-E	(O-E) ²	(O-E) ² /E
177	161.25	15.75	248.0625	1.538372
22	37.75	-15.75	248.0625	6.571192
58	73.75	-15.75	248.0625	3.363559
33	17.25	15.75	248.0625	14.38043
Total				25.85356

$$X^2 = \sum \{(O-E)^2/E\} = 25.85356$$



$$d.f = (2-1)(2-1) = 1 \text{ and } X^2_{0.05} \text{ for } 1 \text{ d.f.} = 3.84$$

Since calculated value of X^2 viz., 25.85356 is much greater than the tabulated value, it is highly significant and hence the null hypothesis refuted (rejected) at 5% level of significance. Hence, we conclude that Personal Selling do influence the buying behaviour of consumers

Conclusion:

Two wheelers industry had been contributing to Gross Domestic product of country and capturing a predominant place in the globalised world of Competitive Excellency. Buying behaviour of Consumers was influenced by different promotional mix elements namely advertising, sales promotion, public relations, Direct Marketing and Personal Selling. The study found that Advertising (calculated value of X^2 viz., 16.10622 > table value - H_0 rejected and H_1 accepted), followed by Sales Promotion (calculated value of X^2 8.201297 > table value - H_0 rejected and H_2 accepted), followed by Directing Marketing (calculated value of X^2 5.09898 > table value - H_0 rejected and H_3 accepted), followed by Public Relations (calculated value of X^2 5.160609 > table value - H_0 rejected and H_4 accepted) and followed by personal selling (calculated value of X^2 25.85356 > table value - H_0 rejected and H_5 accepted) factors influence the buying behaviour of consumers in two wheelers purchase.

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STATISTICAL ANALYSIS OF THE FACTORS PUSHING CHILDREN TO STREETISM: A CASE STUDY IN 02 KEBELE; ADIGRAT TOWN ETHIOPIA

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Abstract

Street children are the people who spent a great of time on the street in urban areas, especially, the young, poor and those engaged in illegal activities. The general objective of this study is to determine factors which lead children to join to street life in Adigrat town . There were 13.79% females and 82.21% street boys selected for the study using simple random sampling method. To conduct this study we use descriptive statistics approach by using both methods of data analysis that is quantitative and qualitative. Information for the study was obtained from the kebele 02 areas, St. marry children's center.

Key words: Street children, St. Marry children's center, kebele, Adigrat town, health status

Introduction

The street children are boys and girls at age of 17 and below who live or spend most of their time on the street to get income for their daily needs by begging and theft. UNICEF defines 3 group of street children as (a) street living children (children ran away from families and live alone on the street), (b) street working children (children to spend most of their day time on the street fending for themselves, but returns home on regular basis) and (c) street family children (children living on the streets with their families). According to the definition of



the UNICEF, a street children is someone from whom the street has become his or her home and source of living; and who isn't protected by responsible adults. Thus, the term 'street children' refers to children who work and live on the street. Because it is difficult to obtain precise statistics about street children, information about their number and ages is approximate (UNICEF, 2005)

The street children in Ethiopia are defined as those boys and girls, usually ranging in age from 8- 15 years for whom the street has become the home. In sub Saharan Africa poverty, war, diseases and broken homes are creating an environment in which millions of young people are turning their face to the streets. Of these, disease is one of the risk factors for youth on the street of Africa. By the end of 1984, 12 million of children in Africa along have lost one or both parents to AIDs (Solomon, S. and Tesfaye, K. 2002). In recent decade's most low income country have experienced rapid growth in urban population without adequate expansion of public service. In urban area the street life of the children increases from time to time due to different factors such as economy, died of mother and father and etc. Ethiopian children have been in repeated problems by cyclical droughts, and recurrent famines, repeated civil and border wars, family strife and the HIV/AIDs pandemic. All these factors have combined to make millions of the children separated. Even if joining the children street life are common problems, the distribution among sex and age group is not statistically known. Generally the main aim of this study is to know the casual factors for which children lead to street life.

Objectives of the study:

General objective

- ❖ To examine the major factors that push the children to the street life and to test the association between the family situations with the factors that lead to streetism.



Specific objectives

- To identify which age group is more exposed to street life of the children.
- To identify which sex is more exposed to the situation.
- To examine the risk factors associated with life of the street children.
- To identify the living condition of children who joined the street life (shelter and food).
- To provide information about risk of children joining the street life and to recommend possible solution.

METHODOLOGY

Study Design

In this study we used exploratory design to conduct the research. The study was conducted through both qualitative and quantitative research techniques. Qualitatively, in-depth interview was employed to get detailed information. Quantitatively, we used questionnaires as research techniques for gathering information from respondents. The questionnaires was included both open and close ended questions.

Sampling Technique

The data was collected by simple random sampling method. we selected 58 samples from 134 total population of vulnerable young children at St. marry children's center by sample determination calculation.

Sample Size Determination

The target population was children who joined the street life of the study area Adigrat town. The sample size of the study was selected by calculation from the total number of children join the street life in the



study area. The total number of children joined to street life is obtained from St. Marry children's center administration office.

The sample size was calculated by the help of sample size determination formula.

Then the sample size is: $n = (Z_{\alpha/2})^2 \cdot p \cdot q / d^2$

Nm=105, d= 0.09, NT=134, P=Nm/NT =105/134=0.78 and q=1-p=1-0.78=0.22

$n = (Z_{\alpha/2})^2 \cdot p \cdot q / d^2 = 1.96(0.78)(0.22)/0.09^2 = 58$ (which is the sample size)

Study Variable

- **Dependent variable:** male children who joined in street life

$$Y = \begin{cases} 1, & \text{for female street children} \\ 0, & \text{for male street children} \end{cases}$$

- **Explanatory variables:-**

Let $X_i = X_1, X_2, X_3, X_4, X_5, \dots$ be a set of explanatory variables which can be the determinant factors which lead children to being street children; $i = 1, 2, \dots, k$; X_1 =Income of family, X_2 =Mother died, X_3 =Father died, X_4 =Peer group influence, X_5 =Family disagreement.

Type of Model:

Binary Logistic Regression

The dependent variable is children who joined to street life and are qualitative form with only two choices. Therefore, binary logistic regression model was used in this study research. If p is the probability of male children on street life and $1-p$ is the probability of female children joined to street life. This means that $[p / (1-p)]$ is the odds in favor of male children joined to street life. The logistic regression model is;

$$\text{Logit (p)} = \text{Log} \left(\frac{P}{1-P} \right) = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \dots + \beta_k X_k$$

In terms of odds the logistic regression model can be given as

$$\frac{P}{1-P} = e^{(\beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \dots + \beta_k X_k)}$$

Where, P = Probability of male children on street life

$1 - P$ = Probability of famel children on street life

X_i = independent variables,

$i = 1, 2, 3, \dots, k$

β_0 = constant term

β_i = coefficients of independent variables

$i = 1, 2, 3, \dots, k$

The maximum likelihood method is used to estimate the parameters of logistic regression. To test the overall significance for the logistic regression model we used Hosmer and Lemeshow chi-square test of goodness of fit Chi-square test

Results and Discussions

1. Discussion on Descriptive statistical Analysis

Table 1.1 shows Mother died

		Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid	no	10	17.2	17.2	17.2
	yes	48	82.8	82.8	100.0
	Total	58	100.0	100.0	

Description:- From the above table, one can say that about 82.8% of the respondents are mother died and the rest 17.2% are mother alive.



1.2 Family income problem

Table 1.2 family_income_problem

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	11	19.0	19.0	19.0
	yes	47	81.0	81.0	100.0
	Total	58	100.0	100.0	

Description:- From the above table, one can observe that 81% of the respondent's family have income problem and the rest 19% of the respondents' family have no income problem.

1.3 Table regarding the death of the father

Table 1.3 father died

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	17	29.3	29.3	29.3
	Yes	41	70.7	70.7	100.0
	Total	58	100.0	100.0	

Description

From the above table one can say that 70.7% of the respondents' father are died and the rest 29.3% of the respondents' are father alive.

1.4 Age

Table 1.4 Age (Binned)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 12	22	37.9	37.9	37.9
	12+	36	62.1	62.1	100.0
	Total	58	100.0	100.0	



Description

From the above Age table 62.1% of the respondents' age is above 12 years and the rest of the respondents' age is below 12 years.

Table 1.5 family disagreement table

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	15	25.9	25.9	25.9
	Yes	43	74.1	74.1	100.0
	Total	58	100.0	100.0	

Description

From the above family disagreement table, one can observe that 74.1 % of the respondents' family have disagreement among them and the rest 25.9% of the respondents' family are free of family disagreement.

Table 1.6 Peer group influence

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	14	24.1	24.1	24.1
	Yes	44	75.9	75.9	100.0
	Total	58	100.0	100.0	

Description

From the above table of "peer group influence" one can say that 75.9% of the respondents have peer influence to join street life and the rests 25.1% of the respondents have no peer influence to join the life.

Table 1.7 Table for gender of the respondents

	Frequency	Percent	Valid Percent	Cumulative percent
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Valid Male	50	86.2	86.2	86.2
Female	8	13.8	13.8	100.0
Total	58	100.0	100.0	

Description

From the above table for gender of respondents, one can observe that 86.2% of the respondents are male and the rest 13.8% of the respondents are female.

2. Discussion of Inferential statistical Analysis

Table 2.1 Chi square test of family income problem

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	5.816 ^a	1	.016		
Continuity Correction ^b	3.709	1	.054		
Likelihood Ratio	4.757	1	.029		
Fisher's Exact Test				.035	.035
N of Valid Cases ^b	58				

a. 1 cell (25.0%) has expected count less than 5. The minimum expected count is 1.52

b. Computed only for a 2x2 table



To know the association between family income of respondent and joining the respondent to street life, one can follow the following procedure:

Statement of the hypothesis

H_0 : Family income and respondents joining the respondent to street life is independent.

- H_1 : Family income and respondents joining to street life is dependent to each other. The corresponding significance test **0.016** for the independent variable family income is less than level of significance $\alpha=0.05$, then I have enough evidence to reject the null hypothesis.

Interpretation:-As shown in the above table the independent variable family income and joining respondent to street life have an association.

Table 2.2 Chi square for family disagreement

Chi-Square Tests					
	Value	Df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	11.686 ^a	1	.001		
Continuity Correction ^b	8.903	1	.003		
Likelihood Ratio	10.170	1	.001		
Fisher's Exact Test				.003	.003
N of Valid Cases ^b	58				
a. 1 cell (25.0%) has expected count less than 5. The minimum expected count is 2.07.					

b. Computed only for a 2x2 table



State of Hypothesis for family disagreement

H_0 : family disagreement and joining to street life are independent

H_1 : family disagreement and joining to street life are dependent to each other

Interpretation: since test significance is 0.001 which is less than level of significance $\alpha=0.05$, we have enough evidence to reject H_0

From the result of the above table there is an association between family disagreement and respondents joining to street life.

Table 2.3 Chi square test for having peer influence

Chi-Square Tests					
	Value	Df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	13.110 ^a	1	.000		
Continuity Correction ^b	10.086	1	.001		
Likelihood Ratio	11.145	1	.001		
Fisher's Exact Test				.002	.002
N of Valid Cases ^b	58				
a. 1 cell (25.0%) has expected count less than 5. The minimum expected count is 1.93.					
b. Computed only for a 2x2 table					

H_0 : peer influence and joining respondents to street life are independent

H_1 : peer influence and respondents joining to street life are dependent to each other.



Interpretation

Since the test of significance is 0.000 which is less than the level of significance $\alpha=0.05$ we have enough evidence to reject H_0 :

Therefore there is an association between peer influence and respondents joining to street life.

Table 2.4 Chi square test for Mother died

Chi-Square Tests					
	Value	Df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	6.979 ^a	1	.008		
Continuity Correction ^b	4.570	1	.033		
Likelihood Ratio	5.542	1	.019		
Fisher's Exact Test				.024	.024
N of Valid Cases ^b	58				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 1.38.

b. Computed only for a 2x2 table

State the hypothesis

H_0 : The independent variable mother died and respondents joining to street life are independent

H_1 : The independent variable mother died and joining respondents to street life are dependent to each other.

Interpretation:- Since the Fisher's exact test significance 0.008 is less than the level of significance $\alpha=0.05$, I have enough evidence to reject H_0 .

From the result of the above table, I can conclude that there is an association between the explanatory variable mother died and joining to street life.

Table 2.5 Chi square test for father died

Chi-Square Tests					
	Value	Df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	15.166 ^a	1	.000		
Continuity Correction ^b	12.083	1	.001		
Likelihood Ratio	14.101	1	.000		
Fisher's Exact Test				.000	.000
N of Valid Cases ^b	58				
a. 1 cell (25.0%) has expected count less than 5. The minimum expected count is 2.34.					
b. Computed only for a 2x2 table					

State the Hypothesis

H_0 : The independent variable father died and the dependent variable "joining to street life " is independent of each other

H_1 : The independent variable father died and respondents joining to street life are dependent on each other.

Interpretation:- Since the test significance 0.000 is much less than the level of significance $\alpha=0.05$, we have enough evidence to reject the null hypothesis.

From the above table we can conclude that there is an association between the independent variable "father died" and joining to street life.



Table 2.6 Age chi square test

Chi-Square Tests					
	Value	Df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.001 ^a	1	.978		
Continuity Correction ^b	.000	1	1.000		
Likelihood Ratio	.001	1	.978		
Fisher's Exact Test				1.000	.649
N of Valid Cases ^b	58				
a. 2 cells (50.0%) have expected count less than 5. The minimum expected count is 3.03.					
b. Computed only for a 2x2 table					

State the Hypothesis

H_0 : The independent variable age and the dependent variable "joining to street life " is independent of each other

H_1 : The independent variable age and respondents joining to street life are dependent on each other.

Interpretation:-

Since significance test (p-value**0.978**) is greater than the level of significance $\alpha=0.05$, I have no enough evidence to reject the null hypothesis.

From the above table we can conclude that there is no association between the independent variable "age" and the dependent variable "joining to street life".



Hosmer and Lemeshow chi-square test of goodness of fit Chi-square test

Table 2.7 Hosmer and Lemeshow test			
Step	Chi-square	df	Sig.
1	3.145	6	.871

Interpretation of goodness of fit

Based on the table 4.2.7 p-value (.871) is greater than the α -value then not reject H_0 for the hosmer and lemeshow from the above output indicating there is sufficient evidence for the model is fitting the data adequately.

Table 2. 9 Model Summary

likelihood ratio test			
Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	33.840 ^a	.197	.356
a. Estimation terminated at iteration number 20 because maximum iterations have been reached. Final solution cannot be found.			

Interpretation

From the above table model summary, I can conclude that 19.7%variation of the dependent variable are explained by the independent variable, the remaining R^2 35.6%of variation are explained by other factor .

Analysis of Binary Logistic regression model

$$\text{Logit } [p(Y=1)] = B_0 + B_1X_1 + B_2X_2 + B_3X_3 + B_4X_4 + B_5X_5$$

Where **Y** is the dependent variable "male street children"



X_1 is an independent variable "family income problem"

X_2 is an independent variable "family disagreement"

X_3 is an explanatory variable "peer group influences"

X_4 is an explanatory variable "mother died"

X_5 is an independent variable "father died" and B_0 is the constant term of the model



Table 2.9 parameter estimation

Variables in the Equation

Predictors		B	S.E.	Wald	Df	Sig.	Exp(B)	95.0% C.I. for EXP(B)	
								Lower	Upper
Step 1 ^a	family_incom_proble m(1)	-.553	1.719	.104	1	.747	.575	.020	16.702
	having_family_disagre ement(1)	-3.675	1.649	4.967	1	.026	.025	.001	.642
	having_peer_group_in fluence(1)	-1.861	1.577	1.394	1	.238	.155	.007	3.418
	mother_died(1)	-2.298	1.553	2.190	1	.139	.100	.005	2.107
	father_died(1)	-4.297	1.912	5.052	1	.025	.014	.000	.577
	Age(1)	-1.519	1.708	.791	1	.374	.219	.008	6.221
	Constant	10.321	4.762	4.698	1	.030	3.036E 4		

a. Variable(s) entered on step 1: family_incom_problem, having_family_disagreement, having_peer_group_influence, mother_died, father_died, age(1).



The fitted model is: $\text{Logit } [p(Y=1)] = B_0 + B_2X_2 + B_5X_5$

$\text{Logit } [p(y=1)] = 10.32 - 3.68X_2 - 4.29X_5$

Where X_2 is the explanatory variable “family disagreement” and X_5 is “father died” which are both significant explanatory variables.

Interpretation of individual parameters for logistic regression model

Using the above table of regression model, we can interpret each of the explanatory variables in the model. We interpret the variable family income problem its coefficient is -0.553 and the odds ratio is 0.575 which shows the chance of exposing females to street life is less likely than males, which is 0.575 times less than those of males. Also the odds ratio of the second variable family disagreement is 0.025 which indicates that the chance of female to expose to street life by this variable is much less likely probable that is 0.025 times less than those males. In similar explanation the odds ratio of the variables peer group influence, mother died, and father died are 0.155, 0.100 and 0.014 respectively. And all of these odds ratio show that there is less chance of exposing females to street life, that is 0.155 times, 0.1 times and 0.014 times less likely as compared to those males in the three variables respectively. Regarding the significance of the explanatory variables, father died and family disagreement have significant influence to the respondents to join street life and the rest three independent variables have no significant push on children to join street life.

This study illustrates the trend found by many researchers; most of street children leave because of family problems, such as death of a parent, violence, and extreme poverty. Most children who leave their home come from family disagreement and due to father death.



As they must provide for themselves, they have to work. They have no choice but working in the informal sector, so they suffer from harsh working conditions and low wages. Because of their lack of protection from a family and the law, employers often exploit them, making them virtual prisoners, sometimes withholding pays, mistreating and abusing them. Because of all these reasons, street children often choose to be self-employed. Jobs include cleaning cars, shining shoes, prostitution, pick-pocketing, begging.

Conclusions& Recommendations

This research concludes that this problem arises due to economic problem, death of parents, family disagreement, and peer influences. Of these problems, father died and family disagreements have significant influence on pushing children to join street life. Generally, 70.7% of the children in street life are father died and 74% of them suffer from family disagreement. We recommend government and non-governmental organizations should focus on widening quality health centers in order to decrease death of fathers and Mothers. These could be done by investing more on construction of health centers and on educating citizens in the field of medical science such as nurse, pharmacy, medical laboratory technicians and medical doctors

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पद्यकाव्यग्रन्थानांसम्पादनपद्धतिःचन्द्रचूडकविप्रणीत-कार्तवीर्योदयकाव्येनपरिपोषिता

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भूमिका

रम्याणि वीक्ष्य मधुरांश्च निशम्य शब्दान्

पर्युत्सको भवति यत्सुखितोऽपि जन्तुः।

तच्चेतसा स्मरति नूनमबोधपूर्वम्

भावस्थिराणि जननान्तरसौहृदानि॥

वस्तुतः कलाकारस्य यादृशी प्रवृत्तिर्जायते यादृशी भावना च भवति तादृशी एव तस्य कलाकृतिः सञ्जायते। यथादर्पणे प्रतिफलितं स्वप्रतिबिम्बं लोचनाभ्यां सुखकरं भवति तथैव कलाकारोऽपि स्वकलाकृतौ निजभावनानामेव प्रतिबिम्बं दृष्ट्वा परमाह्लादितो भवति। अस्याभिप्रा-योऽयमस्ति यत्कलाकृतौ कलाकारस्यैव व्यक्तित्वं प्रस्फुटितं भवति। स्वांगलभाषाग्रन्थे कवीन्द्ररवीन्द्रेण कथितमस्ति यत्कलायां मनुष्याणां भावनात्मकसत्ताया एवाविष्कारो भवति – ‘In art man reveals himself’ अतः सत्यम्प्रतीयते कथनमिदं यत्कलाकृत्येण कलाकारोऽभिज्ञायते। महाकविभूतिनाऽपि ‘वाणी’ एव कलाकथिताऽस्ति-

‘वन्देमहि च तां वाणीममृतात्मनःकलाम्।’

एवंभूताः लोकप्रसिद्धाः बह्व्यः अपूर्वाश्च कलाः शोभन्ते विश्वस्मिन्। तासु कलासु अन्यतमा अत्यद्भुता च पद्यकाव्यात्मिका। ततश्च लोके अप्रकाशिताः अनेके काव्यग्रन्थास्सन्ति, येषां च सम्पादनेन भारतीयसंस्कृतेः वृद्धिः, संस्कृतस्य च रक्षा भवितुमर्हति। अतश्च



तत्सम्बद्धं चेदं शोधपत्रं पद्यकाव्यानां ग्रन्थसम्पादनपद्धतिविशिष्टान्
अनेकानंशान् आविष्करोति।

ग्रन्थसम्पादनपद्धतिः

व्यवस्थाऽन्विष्यतेतत्रपाण्डुग्रन्थसमीक्षया।
लभ्यतेचापिताटस्थंयदिकिञ्चनचर्यते॥
समीक्षाहस्तलेखानामात्मबुद्धैवपण्डितैः।
शक्यतेकर्तुमादृत्यशुद्धिसङ्गतिभासुराम्॥
सङ्गतिश्चशुभासैवयस्यामल्पीयसीभवेत्।
कल्पनासावकाशाऽथमहीयानर्थसञ्चयः॥

हस्तलिखितानिमातृकापुस्तकानिआश्रित्यप्राचीनकृतीनांमूलग्रन्थाविष्करणं
नामसमालोचनात्मक-ग्रन्थसम्पादनं, यदाङ्ग्लभाषायांCritical Text
Editing

इतिवर्ण्यते।हस्तलिखितेषुपरिदृश्यमाननांलेखकेनज्ञाताज्ञातकृतानाम्अशु
द्धीनांप्रमादानांचपरिशुद्धिपूर्वकंग्रन्थस्यप्रायेणपाण्डुलिप्याधारेणैवतन्मूलरू
पसम्पादनरूपःयथाशक्यंप्रयत्नःसंशोधितावृत्तिःग्रन्थसम्पादनप्रविधिःकथ्यते
।लेखकःज्ञानतोऽज्ञानतःवाबहून्प्रमादान्करोतिइतिपूर्वम्अस्माभिलिखितम्।
तेषांदूरीकारणार्थमयंप्रयत्नः।तेनग्रन्थस्यपरिशुद्धिःभवति।मूलस्वरूपोसम्पा
दनेयथाशक्यंप्रयत्नःक्रियते।

मातृकायां लिखितानामक्षराणां दुर्ज्ञेयस्थलेषु, पूर्वलेखकजप्रमादस्थलेषु,
भुग्नपत्रान्तर्गतवर्ण-रिक्तस्थलेषु च प्रतिलिपिकारैः पाठकैश्च
यथावस्थितवस्तुविषयावधारणपूर्वकं दोषनिवारणं कर्तव्यम्। कश्चन
लेखकः स्वग्रन्थसमापनसमये क्षमाप्रार्थनरूपेण एवमुल्लिखति –

बिन्दुदुर्लिपि विसर्गवीचिका शृङ्गपट्टिपदभेददूषणम्।

हस्तवेगजमबुद्धिपूर्वकं क्षन्तुमर्हत समीक्ष्य सज्जनाः॥
इति

ग्रन्थप्रणयनावसरे संभावनार्हान् मुख्यदोषान् क्रमशः सूचयति। बिन्दुशब्देन अनुस्वाअरः निर्दिष्टः। पाण्डुलिपिषु क्वचिदनुस्वारः लुप्तः, क्वचिदन्यबिन्दुष्वन्तर्गतः, क्वचिदुपरिस्थरेखान्तर्गतः, क्वचिच्च आकारान्तरेषु परिवर्तितस्सन् सन्दृश्यन्ते। एवमेव विसर्गादिषु, एकारोकारादीनां मात्रालेखने, शिरोरेखाप्रदाने, दुर्मशीवशाच्च पदानां वर्णानां वा अविच्छिन्नलेखनरूपा अनेके दोषाः लेखनवेगात्, क्वचिद्बुद्धिचाञ्चल्याद्वा संभवन्त्येव। अतः तादृशदोषसंभावितस्थलेषु प्रतिलिपिकाराः पाठकाश्च सूक्ष्मावलोकनपुरास्सरं अदोषवदनुसर्तव्यम्।

अथ च लेखनसमये लेखकानां, अध्यापनसमये आचार्याणां, पठनसमये छात्राणां, व्याख्याकरणसमये व्याख्याकाराणां च ज्ञाताज्ञातरूपेण मूलग्रन्थेषु प्रक्षेपकरणप्रसक्तिरासीत्। अत एव अद्योपलब्धासु मातृकासु मूलग्रन्थतः किञ्चिदन्यथाकरणं दृश्यते। प्रायः अनेनैव कारणेन सुक्थंकरमहोदयेन एवं स्वकीयशोधवर्गेण भण्डार्कर अनुसन्धानसंस्थाद्वारा (BORI,Pune) संशोध्य प्रकाशितस्य लक्षश्लोकी-महाभारतस्य ग्रन्थातिरेकरूपेण प्रायः षष्टिसहस्रप्रक्षेपश्लोकाः (६०,०००) उपलभ्यन्ते ये मूलग्रन्थाद्वहिः लेखकप्रतिलिपिकारादीनां स्वबुद्धिकौशलादिप्रदर्शनेन संभाविताः।

एवं स्थिते येन केनापि सम्पादकेन कस्यचिद्ग्रन्थस्य भिन्नभिन्नप्रान्तेभ्यो भिन्नासु लिपिषु लिखितान् सर्वेपि हस्तलेखानेकत्रीकृत्य प्रतिपदं पाठभेदान्, अधिकपाठान्, न्यूनपाठान्, पाठव्युत्क्रमान्, विपर्यासान्, त्रुटींश्च प्रमाणनिष्ठाभिस्संशोध्य ऐतिह्यपरान् अन्यांश्च विषयान् समालोक्य नीरक्षीरन्यायेन मूलग्रन्थनिर्धारणं क्रियते सैव अद्यतनीयमूलग्रन्थसम्पादनपद्धतिर्भवति।

ग्रन्थसम्पादनस्यप्रयोजनम्



प्रयोजनमनुद्दिश्य न मन्दोऽपि प्रवर्तते इत्यादसुवचनैर्ज्ञायते यत्पाण्डुलिपिसम्पादनावसरे प्रत्यक्षरस्य, प्रत्येकायाश्च रेखाया अपि अप्रयोजकता कुत्रापि न भवति। यश्च पाण्डुलिपिसम्पादकः सम्पादनकाले सूक्ष्मदृष्ट्या सिंहावलोकनपद्धतिमनुसरन् तद्गतदोषवैचक्षण्येन गुणादीनां संग्रहणेन च निर्दिष्टसम्पादनप्रविधिमनुसरेत्। यतो हि -

अशुद्धाअपिनत्याज्याःपाठामन्त्रेषुवर्णशः।

अपूर्वजायतेतस्मादेवपाठादितिस्थितौ॥

मूलग्रन्थःइतिग्रन्थकृतायद्रूपोविरचितःतद्रूपातस्यकृतिः।बहुवर्षेभ्यःपूर्वविरचितानां,

तत्पश्चात्श्रुतिपरम्परयाचप्राप्तानांग्रन्थानांप्रतिलिपिषुपाठभेदाःप्रक्षेपादयश्च सर्वथासुलभाएव।एषविपर्यासःसंस्कृतग्रन्थानांविषयेविशेषेणसम्भवतीत्यपिवक्तुंशक्यते।तत्रसन्तिबहुनिकारणानि।तथाचगीर्वाणीइयंभाषाबहुभ्यकालेभ्यसमग्रभारतखण्डेप्रचलति।तद्वारासंस्कृतग्रन्थानामपिसर्वत्रप्रचारःअस्ति।परंभारतदेशेलिपयःभिन्नावर्तन्ते, लेखनपत्राणिचभिन्नानि, यथा- भूर्जपत्र-तालपत्र-काष्ठफलक-चर्म-

कार्पासपटादीनि।लेखनीलेखनद्रव्याणिलेखनसम्प्रदायाःलेखनचिह्नानिऽपि भिन्नानिभवन्ति।लेखकाःअपिसर्वदाअभिज्ञाःनासन्।इतःपरमपि एकस्यांलिप्यांलिखिताभ्यःमातृकाभ्यःअपरस्यांलिप्यांप्रतिलिपीकरणंतदानीमृष्टमासीत्।लेखकानांप्रायःलिप्यन्तरस्यअज्ञानाद् एकेनपठितंअन्येनश्रुत्वैवप्रतिलेखनमभवत्।अस्यामवस्थायांलेखकप्रमादाःसुलभाःएव।एवंस्थितेप्रचलितासुप्रतिलिपिषुपाठभेदादीनामन्तर्भावेआश्चर्यस्यनास्तिअवकाशः।

ग्रन्थसम्पादनप्रविधिः

१. सर्वप्रथमंविविधासुसंस्थासुसम्पादनार्थस्वीकृतस्यग्रन्थस्ययाःसंख्यकाःपाण्डुलिपयःसन्ति,
तासांसङ्कलनमवश्यकम्।तासुयाःसम्पूर्णाःसमयनिर्देशयुक्ताःप्राची

नाःशुद्धरूपाश्चसन्ति,

तासांसङ्कलनेसम्प्राप्तौचप्रथमंप्रयत्नःक्रियते।तत्रविविधप्रदेशानांवि
विधलिपिषुलिखितानांविविधपाठयुक्तानांविशिष्टानांमातृकानांवि
शेषतःमहत्वंप्रदीयते।

२. ग्रन्थस्यअनेकानांपाण्डुलिपीनांसूक्ष्मतयातुलनांकृत्वातेषामक्षर-
शब्द-पद-वाक्य-पाद-श्लोक-आदिगतानांलोपपरिवर्तन-
परिवर्धनादीनांविशेषाणालेखनंसन्तुलनापत्रोपरिआलेख्यते।प्राक्तने
भारतेकापिग्रन्थसम्पादनप्रणालीप्रचलिताआसीत्।मातृकाग्रन्थेषुस
त्त्वपिभारतीयव्याख्यातारःशुद्धपाठमेवस्वीकृत्यअन्यत्सर्वतुष्णींनिर
करोतिस्मइतिप्रायशोदृश्यते,
येचअपपाठाआधुनिकग्रन्थप्रक्रियानुसारंमुद्रितपुस्तकस्याधोभागेप्रद
श्यते।तथापिव्याख्यानेषुतत्रअपपाठः, पाठान्तरं, प्राचां, पाश्चत्यः,
दाक्षिणात्याःइत्यादिभिःशब्दैःपाठान्तराणिप्रदर्शयन्ते।
३. प्रयुक्तस्यप्रत्येकस्यहस्तलिखितस्यविस्तृतंविवरणंकार्यम्।प्राप्तिस्थानं,
क्रमाङ्कः, पत्राणि, ग्रन्थाग्राणि, लिपिः, लेखकवर्णनं, लेखन-समयः,
लेखनसाधनंकर्गजादिकं, प्रतिपादम-क्षराणि, प्रतिपृष्ठपदानि,
विभिन्नमसीनामुपयोगः,
प्रथमेनद्वितीयेनवालेखकेनकृताःप्रामादास्तेषांशोधनंच।इत्थंविशिष्टं
चहस्तलेखवर्णनंकार्यम्।



निष्कर्षः

एतादृशा अतीवविस्तृता इअयं काव्यसम्पादनपरम्परा। इदानीं विध्यावरिध्युपाधये मया, चन्द्रचूडकृतस्य कार्तवीर्योदयनाम्ना प्रसिद्धस्य अप्रकाशितस्य पद्यकाव्यस्य सम्पादनं क्रियते। अनेन अस्माकं संस्कृतसाहित्यस्य पद्यकाव्यपरम्परायाश्च संरक्षणं परिपोषणं च भवति।

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ईसाई धर्म के प्रणेता - ईश दत्त ईसा - स्वामी विवेकानन्द के दृष्टिकोण से

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यह सर्वमान्य है कि धर्म मनुष्य को सही दशा और दिशा प्रदान करता है। धर्म मनुष्य को नैतिक आचरण के प्रति कटिबद्ध बनाता है। धर्म मनुष्य को सत्कर्म करने की और प्रेरित करता है।

भारत के दार्शनिकों के अनुसार धर्म और दर्शन एक ही हैं। वे दोनों एक दूसरे के पूरक हैं। “यहाँ तो जो धर्म है वही दर्शन है, और जो कुछ दर्शन है वही धर्म है। इतना अन्तर तो अवश्य है कि दर्शन में तर्क की प्रधानता है, तो धर्म श्रद्धा की मुख्यता है।”¹ भारत में धर्म और दर्शन एक दूसरे से अलग नहीं हैं, परन्तु योरोप में धर्म और दर्शन को भिन्न मानने का प्रचलन है।

कतिपय विद्वान धर्म को लौकिक कर्तव्य मानते हैं तो कुछ विद्वान आध्यात्मिक कर्तव्य। किन्तु विशद रूप से विचार करने पर यह विदित होता है कि धर्म में लौकिक और आध्यात्मिक दोनों ही कर्तव्य निहित रहते हैं। जैन मुनि देवेन्द्र शास्त्री जी का कहना है कि “जिसने धर्म के मर्म को पहचान लिया है वह आत्मकल्याण और लोककल्याण का सुन्दर समन्वय करके चलता है और उनमें किसी भी प्रकार विरोध उत्पन्न नहीं होने देता।”²

ऐसे ही लोगों में विख्यात हैं भारतीय धर्म को पाश्चात्य देशों में व्याप्त करने वाले स्वामी विवेकानन्द। शिकागो धर्म सम्मेलन में जब अन्य सभी धर्म प्रचारक अपने अपने धर्म का गुणगान कर रहे थे तो विवेकानन्द ने किसी भी धर्म को छोटा नहीं कहा बल्कि यह कहा - ईसाई को हिन्दू या बौद्ध नहीं बनना होगा और न हिन्दू अथवा बौद्ध को “ईसाई ही। पर हों, प्रत्येक धर्म अपनी स्वतंत्रता और वैशिष्ट्य को बनाये



रखकर दूसरे धर्मों का भाव ग्रहण करते हुए क्रमशः उन्नत होना होगा । उन्नति या विकास का यही एक मात्र नियम है ।”³ स्मावीजी के अनुसार “परोपकार ही धर्म है ।”⁴ स्वामीजी का कथन है कि “धर्म मतवाद या बौद्धिक तर्क में नहीं है, वरन आत्मा के ब्रह्मत्व को जान लेना, तद्रूप होजाना - उसका साक्षात्कार, यही धर्म है ।”⁵ स्वामी विवेकानन्द कहते हैं कि “जहाँ यथार्थ धर्म है, वहीं प्रबलतम आत्मवलिदान है । अपने लिए कुछ मत चाहो, दूसरों के लिए ही सब कुछ करो - यही है ईश्वर में तुम्हारे जीवन की स्थिति, गति तथा प्राप्ति ।”⁶

ऐसे ही एक महान आत्मा यहूदियों के पैगम्बर ईसा मसीह थे । यहूदी जाति जब पतनावस्था में थी तब ईसा का जन्म हुआ था । उस समय फरीसी और सद्दूकी अपने कपट, अनैतिक एवं अधर्माचरण को ही धर्म का नाम देते थे । ईसा मसीह ने इन लोगों का खण्डन किया और कहा “हे कपटी शास्त्रियों और फरीसियों, तुम पर हाय, तुम चूना फिरी हुई कब्रों के समान हो जो ऊपर से तो सुन्दर दिखाई देती हैं, परन्तु भीतर मुर्दों की हड्डियों और सब प्रकार की मलिनता से भरी है ।”⁷ प्रभु ईसा मसीह लोगों को अहं का त्याग और धन संपत्ती के प्रति मोह का त्याग करने के उपदेश देते हैं । ईसा मसीह स्वयं अपने विषय में कहते हैं “लोमडियों और शृगांलों के एक एक माँद होती है, नभचारी खगकुल अपने नीड में निवास करते हैं, पर मानवपुत्र (ईसा) के पास अपना सिर टेकने तक के लिए कोई स्थान नहीं है ।”⁸

ईसा मसीह ने जन साधारण के लिए सरल और भावनायुक्त सार्वजनिक प्रार्थना की शिक्षा दी है । परन्तु साधना मार्ग में आग्रसर व्यक्तियों के लिए उन्होंने उच्च साधना का उपदेश दिया है । “मैं अपने पिता में वर्तमान हूँ तुम मुझ में वर्तमान हो और मैं तुम में वर्तमान हूँ।”⁹ स्वामी विवेकानन्द कहते हैं कि बाइबल में भी इस त्रिविध सोपान का उपदेश है । हृदय की शुद्धता के बारे में उपदेश देते हुए ईसा मसीह कहते हैं “धन्य हैं वे जिन के मन शुद्ध हैं, क्योंकि वे परमेश्वर को देखेंगे।”¹⁰



जब एक धनी युवक ईसा मसीह से यह पूछता है कि अनन्त जीवन की प्राप्ति के लिए उसे क्या करना होगा, तो मसीह बोलते हैं - “तुम में एक बड़ा अभाव है। यहाँ से घर जाकर अपनी सारी सम्पत्ति बेच दो और प्राप्त धन को गरीबों को दान कर दो। तुम्हें स्वर्ग में अक्षय धन सम्पत्ति प्राप्त होगी। उसके बाद क्रूस का धारण कर मेरा अनुगमन करो।”¹¹ वह युवक दुःखी होकर चला गया। स्वामी विवेकानन्द का कहना है कि कही न कही हम भी उस युवक के समान ही हैं। इस सांसारिक व्यापार में पडकर हम सारे उच्चतर आदर्श भूल गए हैं जब कभी इस से थोड़ा विराम मिले तो ईसा के वही शब्द कानों में गूँजने लगते हैं कि “अपना सर्वस्व त्यागकर मेरा अनुसरण करो।”¹²

स्वार्थ शून्यता, निःस्पृहता, त्याग - यही एक आदर्श है जी जिसकी ईसा मसीह ने शिक्षा दी है। पूर्ण निःस्वार्थपरता - पूर्ण अहंशून्यता ही हमारा एक मात्र आदर्श है। और इसका दृष्टान्त है ईसा का यह वाक्य : “यदि किसी ने तुम्हारे गाल पर थप्पड़ मार दिया है, तो दूसरा गाल भी उसकी ओर कर दो। यदि किसी ने तुम्हारा कोट छीन लिया है, तो तुम उसे अपना चोगा भी दे दो।”¹³ जब किसी मनुष्य में अहंभाव पूर्णतया नष्ट होजाता है उस व्यक्ति में “मैं” और “मेरी” कहने जैसा कुछ रह नहीं जाता है। वह व्यक्ति पूर्णतया अत्मविसर्जन कर देता है मानो अपनी पूर्ण आहुति ही दे दी हो।

स्वामी विवेकानन्द का कहना है कि यद्यपि इस आदर्शावस्था को हम प्राप्त नहीं हुए हैं तदपि हमें इस आदर्श की पूजा करते हुए धीरे धीरे ही अग्रसर होते रहना चाहिए। स्वामी जी यहाँ तक कहते हैं - “यदि एक प्राच्य देशीय के रूप में मैं नाजरथ - निवासी ईसा की उपासना करूँ, तो मेरे लिए ऐसा करने का केवल एक ही विधि है - और वह है उनकी ईश्वर के समान आराधना करना। उनकी अर्चना की और कोई विधि मैं नहीं जानता।”¹⁴



स्वामी विवेकानन्द ईसा मसीह के बारे में यहाँ तक कहते हैं कि - ईसा के उपदेश सारे लिखित नहीं हैं अगर उनके सारे उपदेश लिपिबद्ध होते तो सारा विश्व उनके उपदेशों से व्याप्त हो जाता। जब वे शिकागो के धर्म सम्मेलन में गए थे तो वहाँ के तथा कथित ईसाईयों से वे यही कहते हैं कि “तुम लोग यदि बचना चाहते हो तो ईसा मसीह की ओर लौट चलो। लौट चलो सर्वशक्तिमान प्रभु ईसा की ओर जिनके पास सिर रखने को भी जगह नहीं थी। तुम्हारा वर्तमान धर्म विलासिता का ही नामान्तरण मात्र है। तुम एक साथ ईश्वर और शैतान दोनों की सेवा नहीं कर सकते। अपने इस धन और ऐश्वर्य का दम्भ तुम ईसा के साथ जोड़ना चाहते हो ? वे स्वयं निश्चय ही उसका विरोध करते।”¹⁵

अतः विख्यात हिन्दू सन्यासी माने जाने वाले प्राच्य देशीय विवेकानन्द पाश्चात्य देश के धर्म और उस धर्म के प्रणेता ईसा मसीह का गुणगान करते हैं और सबको उनके उपदेशों का अनुगमन करने की ओर प्रेरित करते हैं।

संदर्भ सूची

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సాంకేతిక నాటకరంగానికి మారుపేరు సురభి

రమేష్ సింధే

కళ అనేది అనిర్వచనీయమైనది. కళా ప్రక్రియలు అద్వితీయమైనవి. లలిత కళలన్నిటిలోకి నయనానందాన్ని, శ్రవణానందాన్ని, వీటితోపాటు ఆలోచనలను రేకెత్తించేది 'నాటకం'. పాత్రల వేషభూషణలు, ఆంగికాభినయాలు కనులను ఆకర్షిస్తే, పాటలు, పద్యాలు, సంభాషణలు చెవులకు వినసాంపుగా వుంటాయి. వీటితో పాటుగా నాటక సారాంశం ప్రేక్షకుడిలో ఆలోచనలు రేకెత్తించి, సమాజం పట్ల బాధ్యతాయుతంగా వ్యవహరించేలా చేస్తుంది. ఇంతటి ప్రత్యేకతలున్నాయి కాబట్టే లలిత కళలన్నిటిలోకి 'నాటకానికి' పెద్దపీట వేయడం జరిగింది.

నాటక రచనా, ప్రదర్శనపరమైన విషయాల్లోకి వెళితే... రచయిత మదిలో మెదిలిన భావానికి అక్షర రూపమిచ్చి పాత్రలను సృష్టిస్తే, దర్శకుడు తన సృజనాత్మకత ద్వారా పాత్రధారులకు కదలికలను గతిస్థానాలను నిర్ణయిస్తాడు. వీరి భావాలకు, అనుగుణంగా పాత్రలోకి పరకాయ ప్రవేశం చేసి ఆంగిక, వాచిక, సాత్త్వికాభినయాల ద్వారా నటుడు ప్రాణ ప్రతిష్టచేసి ప్రేక్షకుడిని మెప్పిస్తాడు. అయితే ఒక నాటకం యొక్క రచనా సారాంశం, దర్శకత్వ ప్రతిభ, నటనా కౌశలం అనేవి ప్రేక్షకుడికి సక్రమంగా చేరే క్రమంలో ప్రధాన భూమిక పోషించేవి 'సాంకేతిక అంశాలు'. రంగాలంకరణ అనేది సహజత్వాన్ని తీసుకువస్తే, రంగోద్దీపన అనేది దృశ్యాన్ని ఆకర్షణీయంగా మారుస్తుంది. ఇక ఆహార్యం పాత్ర స్థితిగతులను తెలియజేస్తూనే, అందాన్ని తీసుకువస్తే సంగీతమనేది ఆహ్లాదాన్ని కలిగిస్తుంది. ఇంకా చెప్పాలంటే బలమైన ఇతివృత్తానికి పదునైన సంభాషణలు పాత్రధారుల అభినయంతో పాటు స్థలకాలాదులలో సహజత్వం ఆకర్షించే ఆహార్యం, సమ్మోహన పరిచే సంగీతాలు సంపూర్ణత్వం తీసుకువస్తాయి.

తెలుగు నాటకరంగంలో సంగీత, సాహిత్యాలు, పద్యపరనాలు నాటక ప్రదర్శనలో ప్రధాన అంశాలుగా రాజ్యమేలుతున్న కాలంలో నాటకమంటే శ్రవ్యంగా వినిపించటం మాత్రమే కాదు, కనులకు ఇంపుగా కనిపించాలనే విషయాన్ని గుర్తించి సాంకేతిక అంశాలకు పెద్ద పీట వేసిన నాటక సమాజం 'సురభి'. ముఖ్యంగా అరకొర సాంకేతిక వనరులు ఉన్న రోజుల్లోనే అందుబాటులో వున్న వనరులను విరివిగా వినియోగిస్తూ నాటక ప్రదర్శనను చూపించడమే కాకుండా, కాలానుగుణంగా వచ్చే టెక్నాలజీని తమ ప్రదర్శనకు అనుకూలంగా మార్చుకుని సాంకేతిక ప్రయోగాలు చేస్తూ ప్రదర్శనను మరింత ఆకర్షణీయంగా, ప్రేక్షకులను ఆనందపరిచారు. నాడు సురభి పెద్దలు గుర్తించిన ఆ విషయం వల్లనే 131 సంవత్సరాలుగా సురభి నాటకం మనుగడ కొనసాగడానికీ, తెలుగు నాటక రంగంలో సురభి సమాజం ప్రత్యేక గుర్తింపు తెచ్చుకోవడానికి అవకాశం కలిగింది.

సురభి నాటకాలు - సాంకేతిక అంశాలు

సాంకేతికత నాటక రంగానికి మరో పేరైనటువంటి సురభి సమాజం వారి 131 ఏళ్ల ప్రస్థానంలో కొన్ని వేల ప్రదర్శనలిచ్చారు. వాటిలో సంగీత సాహిత్యాలతో కూడిన పౌరాణికాలు, ప్రముఖుల విజయగాథలను తెలిపే చారిత్రకాలు, సాహసకృత్యాలను చూపించే జానపదాలు, సంఘంలో ఉండే అవినీతిని, అస్పృశ్యతను, అశనిరాశల మధ్య కొట్టు మిట్టాడుతూ వుండే ఇతివృత్తాలతో సాంఘిక నాటకాలు ఉన్నాయి. అన్ని రకాల నాటకాలలోనూ సాంకేతికత అనేది విరివిగా వాడారు. కేవలం రంగు రంగుల పరదాలు, జిగేల్ జిగేల్మని మరిపించే వస్త్రధారణ, సమ్మోహనపరిచే సంగీతాలకు ప్రాధాన్యతగల పౌరాణిక, జానపద, చారిత్రకాలతో తమ సాంకేతిక ప్రతిభని చూపించడమే కాకుండా భారీ ఇంటి సెట్లు, రెండు అంతస్తుల మేడలు తదితరాలు నిర్మించి సాంఘిక నాటకాలను కూడా ఆకర్షణీయంగా ప్రదర్శించారు. కానీ సగటు సాధారణ ప్రేక్షకుడు తలుకుబెళులకే మొగ్గు చూపాడు.

1885లో తోలుబొమ్మలాట కథ అయిన 'కీచకవధ'ను రంగస్థలానికి అనుగుణంగా మలచి ప్రదర్శించారు. ఈ ప్రదర్శనకు ఆదరణ పెరగటంతో మిగతా తోలుబొమ్మలాట కథలను కూడా నాటకానికి అనుగుణంగా మార్చి ప్రదర్శించటం ప్రారంభించారు. ఇలా ప్రదర్శించబడుతున్న నాటకాలు, సంగీత సాహిత్యాలతో పాటుగా నాటకీకరణలో ప్రదర్శనాపరమైన ఇబ్బందులు రావటంతో బయటి రచయితల కోసం వెదకటం ప్రారంభించారు. ఆ సమయంలో రాష్ట్రాటి సుబ్బదాసుగారు తటస్థపడటంతో సంగీతం, సాహిత్యం, అభినయం వంటి వాటిలో శిక్షణ పొంది తను రాసిన శకుంతల, సత్యహరిశ్చంద్ర, సారంగధర వంటి నాటకాలను నేర్చుకుని ప్రదర్శించారు. ఈ నాటకాలు కూడా విజయవంతం కావటంతో ఆ కాలంలో ప్రముఖ రచయితలైన బేతంపూడి భగవంతురావు, పీసపాటి చిదంబరశాస్త్రి, మానేపల్లి రామచంద్ర శాస్త్రి, బలిజేపల్లి లక్ష్మీకాంత కవి వంటి ప్రముఖుల నాటకాలను ప్రదర్శించడం మొదలుపెట్టారు. అయితే వీరి నాటకాలలో సంగీత, సాహిత్యాలకే అధిక ప్రాధాన్యత వుండేది. మరి వాటితో పాటు సాంకేతిక అంశాలను కూడా విరివిగా ఉపయోగించేందుకు వీలుగా ఉండే నాటకాల కోసం కొంతమంది ప్రముఖ కవులను తమ నాటకశాలలో నాటక రచన కోసం నియమించుకుని రాయించేవారు. వారిలో హరిపురుషోత్తమరావు, చక్రావధానుల మాణిక్యశర్మ, మల్లాది కవరాజు, మల్లాది వెంకటకృష్ణశర్మ, పండిత కె. సుబ్రహ్మణ్యశాస్త్రి వంటి మరికొంత మంది ప్రముఖులు ఉన్నారు. ముఖ్యంగా తమకు ఎటువంటి కథలు కావాలో, ప్రేక్షకులు ఎటువంటి కథలను కోరుకుంటున్నారో అటువంటి నాటకాలే ఎక్కువగా రాయించారు. అలా సురభి వారితో కలిసి ప్రయాణం చేస్తూ నాటక రచన చేసిన వారిలో 'మల్లాది బ్రదర్స్' గురించి ప్రత్యేకంగా చెప్పుకోవాలి. సురభి వారి సంగీత సాహిత్యాల పరిమ, అభినయ కౌశలం,



సాంకేతిక అంశాల కూర్పు వంటి విషయాలను దృష్టిలో పెట్టుకుని వీరు రాసేవారు. అందుకే సురభి వారు వీరు రాసిన నాటకాలనే ఎక్కువగా ప్రదర్శిస్తూ ఉంటారు.

సురభి వారు నాటి నుండి నేటి వరకు దాదాపుగా 40 పౌరాణికాలు, 15 జానపదాలు, 10 చారిత్రకాలు, 15 సాంఘిక నాటకాలు ప్రదర్శించారు. అయితే అన్ని రకాల నాటకాలు ప్రదర్శిస్తున్నప్పటికీ అధిక ప్రాచుర్యం పొంది ప్రదర్శించినవి మాత్రం పౌరాణికాలే. ఈ కథలన్నీ పురాణాతిహాసాల చుట్టూ తిరగడం, సాధారణ ప్రేక్షకుడిని ఆకర్షించగలిగే వెలుగు జిలుగులు, లైటింగ్, సెట్టింగ్లతో పాటు సంబ్రమాశ్చర్యాలకు లోను చేసే సురభి మార్కు టెక్నిక్లు ఎక్కువగా ఉపయోగించడానికి అవకాశం ఉండేది. ఇలాంటి కారణాల వల్ల పౌరాణిక, నాటకాలు ఎక్కువగానూ, ఓ మోస్తరుగా జానపద, చారిత్రక నాటకాలు ప్రదర్శించటం జరిగింది. 1930 ప్రాంతంలో విరివిగా సాంఘిక నాటకాలు ప్రదర్శించినప్పటికీ, ఈ కథలన్నీ నిత్యజీవితంలో జరిగే సమస్యల చుట్టూ ఉండటం, ఎఫెక్టులను ప్రత్యేకంగా చూపించడానికి అవకాశం లేకపోవడంతో వీటిని అంత ఆదరించలేక పోయారు. ఈ కారణం వల్లే సురభివారు పౌరాణిక నాటకాలే అధికంగా ప్రదర్శిస్తున్నారు.

సక్సెస్ వెనుక కారణాలు

సురభి పేరు వినగానే సాంకేతిక అద్భుతాలే ప్రేక్షకుల కళ్ళల్లో మెదులుతాయి. రంగాలంకరణలో సహజత్వం, అహార్యంలో సౌందర్యం, రంగోద్దీపనలో అద్భుతం, సంగీతంతో ఉత్సాహం, వీటికి తోడు స్పెషల్ ఎఫెక్టులతో ఆశ్చర్యచకితులను చేయడమనేది సురభి నాటకాలలో అణువణువునా కనబడుతుంది. మరో ముఖ్య విషయం ప్రదర్శనకు అనుకూలంగా సాంకేతిక అంశాలను నిర్వహించడం మాత్రమే కాకుండా, వారి నాటక రచన, సాంకేతిక అంశాల కూర్పు, జీవన సరళిలో కూడా సాంకేతిక అంశాలను అనుసంధానం చేసుకుని, అనుకూలం చేసుకునే ఏర్పాటు చేసుకోవడం జరుగుతుంది. అందువల్లే ప్రతి ఒక్క కళాకారుడు ఆయా సాంకేతిక అంశాలను సులువుగా, సమర్థవంతంగా నిర్వహించగలుగుతున్నాడు. వాటి వివరాల్లోకి వెళితే...

ప్రదర్శనకు అనుకూలంగా నాటక రచన - రచయిత తను చెప్పదలుచుకున్న విషయాన్ని కొన్ని సన్నివేశాల కూర్పుతో నాటకంగా రాస్తే, దర్శకుడు ఆ రచయిత స్ఫూరించిన సందేశ సారమనేది చెడకుండా ప్రదర్శన రూపం ఇస్తాడు. అందుకోసం ఏ ఏ సన్నివేశంలో ఎటువంటి రంగాలంకరణ ఉండాలి, అహార్యమెలా వుండాలి, పాత్రధారుల కదలికలు ఎలా ఉండాలి అనేవి నిర్ణయించడం జరుగుతుంది. ఇదే పద్ధతిని తెలుగు నాటకరంగ ప్రదర్శకులు పాటించడం జరుగుతుంది. కానీ



సురభి వారి నాటక రచన అనేది దీనికి భిన్నంగా ఉంటుంది. ముఖ్యంగా సురభి నాటకమంటేనే సాంకేతిక పరమైన అంశాల కూర్పు అనేది ఎక్కువగా ఉంటుంది. కాబట్టి నాటక ప్రదర్శనలో సాంకేతిక అంశాలను చూపిస్తూ ప్రదర్శించడానికి అనుకూలంగా ఉండే కథలనే నాటకాలుగా మలచడం జరుగుతుంది. లేదా నాటక కథ బాగుంటే దానిని ప్రదర్శనకు అనుకూలంగా సాంకేతిక అంశాలను చూపించే విధంగా కథా మార్పులు చేసుకోవడం జరుగుతుంది.

సాంకేతిక అంశాలకు అనుగుణంగా నాటక రచన - సురభి నాటకమంటేనే సాంకేతిక పరమైన ప్రత్యేకత ఏదో ఒకటి ఉంటుంది. ఒక సన్నివేశంలో భారీ రంగాలంకరణ ఉంటే, మరో సన్నివేశంలో రంగోద్దీపనం, స్పెషల్ ఎఫెక్ట్స్ అనేవి ప్రేక్షకులను ఆకర్షిస్తాయి. తొలినాళ్ళలో ప్రదర్శనకు అనుకూలంగా ఉండే కథలను, ఆ కథలకు అవసరమైన సాంకేతిక అంశాలను ఏర్పాటు చేసేవారు. అయితే సాంకేతిక అంశాల నిర్వహణలో ఎప్పుడైతే సమగ్రమైన పట్టు సాధించారో వీటిని నిర్వహించడానికి అనుకూలంగా నాటక రచనలు చేయడం ప్రారంభించారు. ముఖ్యంగా సురభివారి సాంకేతిక పరమైన శక్తి సామర్థ్యాలు తెలిసినటువంటి విశ్వనాథ కవీరాజు, మల్లాది వేంకటకృష్ణశర్మ గార్లు ఏ ఏ సన్నివేశంలో ఎటువంటి ప్రత్యేకత చూపడానికి వీలుంటుంది. ఏ ఎఫెక్టు ఆకర్షిస్తుంది, వాటిని నిర్వహించడానికి ఎంతసమయం పడుతుంది, ఇలాంటి అనేక విషయాలు దృష్టిలో పెట్టుకుని సురభి సమాజ నిర్వాహకులతో చర్చించి మరీ నాటక రచనలు చేసేవారు. అందులోను సన్నివేశానికి అనుగుణంగా ఉండే సాంకేతిక అంశాలను ఏర్పాటు చేసేవిధంగా రచన చేయడం ఒక పద్ధతైతే.. కొన్ని సందర్భాల్లో సురభి వారి సాంకేతిక వనరుల యొక్క సాధ్యాసాధ్యాలను బట్టి కేవలం స్పెషల్ ఎఫెక్ట్స్ ని దృష్టిలో పెట్టుకుని వాటికోసమే సన్నివేశాలను ప్రత్యేకంగా రాసిన సందర్భాలు కూడా ఉన్నాయి.

నటుడుకి అనుకూలంగా సాంకేతిక అంశాలు ఒక సన్నివేశం పండాంటే ఆ సన్నివేశంలో రంగస్థలంపై కనబడే రంగాలంకరణను, రంగోద్దీపనాన్ని అలాగే సంగీతాన్ని అనుసంధానం చేసుకుంటూ నటుడనేవాడు అభినయించాలి. లేకపోతే ఆ సన్నివేశంలో ఏర్పాటు చేయబడ్డ రంగాలంకరణ, రంగోద్దీపనానికి పరిపూర్ణత అనేది లభించదు. అవన్నీ కూడా ఎలివేట్ కావాలంటే నటుడు పాత్రలో లీనమై వాటిని అనుసంధానం చేసుకుంటూ రంగస్థలంలో కదలికలు ఉండాలి. సాంకేతిక అంశాలకు అనుకూలంగా నాటక రచన అనేది ఏ విధంగా చేయబడుతుందో, నటుడు నిర్వహించడానికి అనుకూలంగా సాంకేతిక అంశాల ఏర్పాటు అనేది సురభి నాటకాలలో కనబడుతుంది. ముఖ్యంగా పాత్రధారుడి యొక్క ఎత్తు, బరువు, రంగు, రూపులను బట్టి, రంగాలంకరణ, రంగోద్దీపనం ఆ పాత్రధారుడి దేహధారుణ్యాన్ని



బట్టి, వేయబోయే పాత్రను బట్టి ఆహార్యం ఏర్పాటు చేయబడుతాయి. అంతేకాకుండా సంగీతం విషయంలో పాత్రధారుడి శ్రుతి, లయలను బట్టి, గాత్రధర్మాన్ని బట్టి అవి సెట్ చేయబడతాయి. కొన్ని సందర్భాల్లో పాత్రకు తగ్గట్టుగా పాత్రధారుడు పద్యాలు, పాటలనేవి ఉంటే, మరికొన్ని సందర్భాల్లో పాత్రకంటే కూడా పాత్రధారుడి గాత్ర ధర్మాన్ని బట్టి సంగీత పరంగా రాగాలు, పద్యాలు, పాటలు సెట్ చేయబడ్డాయి.

సురభి నాటకాలలో నటుడికి అనుసంధానమయ్యి చేయవలసిన మరో ప్రధానమైన ప్రముఖమైన విషయం, స్పెషల్ ఎఫెక్ట్స్ వీటిని నిర్వహించేటప్పుడు ఎక్కువశాతం చూపించబోయే ఎఫెక్టుకి అనుకూలంగానే నటుడు యొక్క అభినయం, కదలికలు, అనేవి ఉంటాయి. నటుడి యొక్క అభినయమనేది చెడకుండా సాంకేతిక నిపుణులు ఎఫెక్ట్ సామగ్రి ఏర్పాటు చేస్తారు. అయితే సురభిలో గుర్తించవలసిన ముఖ్య విషయం. ప్రతి నటుడు సాంకేతికపరంగా అనేక విషయాలు నిర్వహించడం జరుగుతుంది. కాబట్టి చూపించబోయే సన్నివేశంలో ఎఫెక్టుని ఏ విధంగా నిర్వహిస్తే బాగుంటుందనే విషయాన్ని నటుడే గ్రహించి మనసుకుంటాడు.

నటనకు అనుకూలంగా సాంకేతిక అంశాలు -ప్రతి నాటక ప్రదర్శనలో సాంకేతిక అంశాల కూర్పు పాత్రధారుడు చూపించే నటనతో అనుసంధానమైనప్పుడు మాత్రమే దానికి పరిపూర్ణత లభిస్తుంది. అలాగే ప్రేక్షకుడిని ఆకర్షిస్తుంది. లేకపోతే ఎఫెక్టు కోసమే సన్నివేశం సృష్టించినట్టు ప్రేక్షకుడికి తెలిసి, సరైన రసా స్వాదన పొందలేదు. సురభి నాటక ప్రదర్శనలలో సాంకేతిక అంశాల కూర్పు అనేది నటుడికి, అతడి నటనకు అనుకూలంగా ఏర్పాటు చేయబడుతుంది. నాటక రచనా సమయంలోనే ఎటువంటి సాంకేతిక పరమైన అంశాలను చూపించబోతున్నాము అనే విషయాలను దృష్టిలో పెట్టుకుంటారు. వాటిని ప్రదర్శనలో చూపించే సమయంలో నటుడు ఏ విధంగా నిర్వహించాలి అనే విషయాలతో పాటుగా, ఆ సన్నివేశంలో, ఆ సందర్భంలో పాత్ర ఏ స్థితిలో ఉండి, అతను ఏ విధంగా నటించాలి అనేవి కూడా సరి చూసుకుంటారు. అభినయమనేది ప్రేక్షకుడికి స్పష్టంగా కనబడే విధంగా సాంకేతిక అంశాలను ఏర్పాటు చేస్తారు.

ప్రేక్షకుడికి అనుకూలంగా సాంకేతిక అంశాలు -నాటకం యొక్క ప్రధాన ఆశయం ప్రేక్షకుడిని రంజింపజేయడం. నటుడి యొక్క అభినయమనేది మానసిక ఆనందాన్ని కలిగిస్తే సాంకేతిక అంశాల కూర్పు ద్వారా ప్రేక్షకుడు ఆశ్చర్యానికి లోనవుతాడు. అయితే సాంకేతిక అంశాలనేవి ప్రేక్షకుడిని నాటకంలో లీనమయ్యే విధంగా ఉండాలేగానీ, ప్రదర్శనలోంచి ప్రేక్షకుడిని బయటపడే విధంగాను, నాటక గమనానికి అంతరాయం కలిగించే విధంగా ఉండకూడదు. సురభి నాటకమనేది ఇన్నేక్షన్

నిర్వీరామంగా కొనసాగడానికి ప్రేక్షకుడు అదరించడానికి ప్రధాన కారణం వీరి నాటకాలలో సాంకేతిక అంశాలనేవి అంతర్భాగంగా నడవడమే.

సురభి వారి నాటకమే కాదు, ప్రదర్శించబడే రంగస్థలం, ప్రేక్షకాగారం కూడా అన్ని విధాలుగా ప్రేక్షకుడికి అనుకూలంగా ఏర్పాటు చేయడం అనేది సురభి సమాజంలో జరుగుతుంది. ముఖ్యంగా అతను కూర్చున్న స్థలం నుండి ప్రదర్శన రంగస్థలం ఎంతవరకూ కనబడుతుంది. నటుడి యొక్క సంభాషణలు సరిగ్గా వినబడుతున్నాయా, కూర్చున్న కుర్చీ, బెంచీలు అనేవి సౌకర్యవంతంగా ఉన్నాయా లేదా అనే విషయాలను కూడా సురభి వారు పరిగణనలోకి తీసుకోవడమనేవి గమనించదగ్గ విషయం.

టెక్నిక్ వారి శక్తి...

సురభి నాటక గమనమంతా వీరు చూపించే సాంకేతిక ప్రయోగాలపైనే ఆధారపడిఉంది. ముఖ్యంగా ప్రేక్షకుడిని ఆకర్షించగలిగే సాంకేతిక అంశాలైన టెక్నిక్‌లు, స్పెషల్ ఎఫెక్టులనేవి విరివిగా చూపిస్తుంటారు. సురభి వారు తమ ప్రదర్శనలలో స్పెషల్ ఎఫెక్టులకు ఎందుకంత ప్రాముఖ్యతనిచ్చారు అనే ప్రశ్నకు సమాధానం. ప్రత్యక్షంగా ఆకర్షణకోసమైతే, పరోక్షంగా పొట్టకూటి కోసం అనే చెప్పాలి. నాటకానికి ప్రేక్షకుడు వస్తేగానీ పూటగడని రోజుల్లో, ప్రేక్షకుడిని ఒకటికి రెండు సార్లు నాటకానికి రప్పించాలంటే రెండు తెరలు కట్టి, నాలుగు లైట్లు వేసి చూపిస్తే సరిపోదు. అతని ఊహకందని మరేదో ప్రత్యేకత నాటకంలో కనబడాలి. అలా కనబడింది మళ్ళీ మళ్ళీ చూడాలి అనిపించాలి. అప్పుడు మాత్రమే నాటకానికి రిపీటెడ్ ప్రేక్షకులు ఉంటారు. అలా జరిగినపుడే కలక్షన్లు పెరిగి కడుపునిండుతుంది. వీటిని దృష్టిలో పెట్టుకునే ప్రతి సన్నివేశాన్ని ఎఫెక్టివ్‌గా చూపించడం కోసం రంగాలంకరణ, రంగీద్దీపనతో పాటుగా టెక్నిక్స్‌ని కూడా వీరి నాటక ప్రదర్శనలో జోప్పించడం జరిగింది. మొదట్లో తమకు తెలిసిన గారడీ విద్యలాంటి ట్రీక్స్ అనేవి ప్రదర్శించినప్పటికీ, ప్రదర్శన అవశ్యకత దృష్ట్యా వివిధ ప్రాంతాలకు తిరగడం, అక్కడి ప్రదర్శనా విధానాలను గమనించడం వల్ల కొత్తకొత్త టెక్నిక్‌లను ప్రవేశపెట్టారు

అయితే సాంకేతిక పరంగా అత్యున్నత సాంకేతిక అంశాలను తెలుగు ఔత్సాహిక నాటక కర్తలు తమ నాటకాలలో చూపిస్తున్నప్పటికీ, అవి కొన్ని ప్రదర్శనలకే పరిమితం అవుతున్నాయి. దీనికి కారణం నిర్వహణ కష్టం, ఆర్థిక భారం ఎక్కువవడం. అయితే తక్కువ ఖర్చులో ఎక్కువ ఎఫెక్టులను చూపించగలగడమే సురభి నాటకం నిత్యనూతనంగా వెలగడానికి కారణమయ్యాయి. ముఖ్యంగా వీరు ప్రధానంగా పాటించే పద్ధతులు గమనిస్తే... 1. రంగస్థలానికి అనుగుణంగా, 2. నిర్వహణకు అనుగుణంగా, 3. ఖర్చు,

మన్నిక, రవాణాకు అనుకూలం ఉంటాయి. వాటి వివరాల్లోకెళితే...

రంగస్థలానికి అనుకూలంగా – సురభి రంగస్థలమనేది కొన్ని నిర్దిష్ట కొలతలను బట్టి ఏర్పాటు చేయబడుతుంది. కాబట్టి వాటి కొలతలను దృష్టిలో పెట్టుకుని, ప్రేక్షకుడికి కనబడే కోణాలని అనుసరించి ఎత్తు, వెడల్పు, నిర్ణయించడం, రంగస్థలంపై ఎక్కడి నుంచి ఎక్కడి వరకు కదలికలుండాలి (Movements), ప్రదర్శనా రంగస్థలంలో ఏ స్థానంలో ఒక ఎఫెక్టును ఏర్పాటు చేస్తే దానికుండే వైర్లు, తాళ్ళు కనబడకుండా ఉంటాయి. లైటింగ్ ని ఏ కోణంలో వేయాలి, తదితర విషయాలను దృష్టిలో పెట్టుకుని తయారు చేస్తారు.

నిర్వహణకు అనుకూలంగా

సురభిలో నాటకాలలో సాంకేతిక నిపుణులే పాత్రధారులుగా, పాత్రధారులే సాంకేతిక నిపుణులుగా వ్యవహరిస్తారు. కాబట్టి అందరూ నిర్వహించడానికి వీలుగా ఉపకరణాల తయారీ ఉంటుంది. సన్నివేశానికి, సన్నివేశానికి మధ్య ఎక్కువ సమయం పట్టకుండా తక్కువ వ్యవధిలో సులువుగా ఏర్పాటు చేసుకనే విధంగానూ, తక్కువ మంది సాంకేతిక నిపుణులు నిర్వహించేదిగాను వీటి తయారీవుంటుంది. కొన్ని సన్నివేశాల్లో నటించే పాత్రధారులే వాటిని నిర్వహించేందుకు అనువుగా ఏర్పాటు చేస్తారు. ఉదా: బాలనాగమ్మలో మాయల మరాఠీ చేతిలో మంటలు సృష్టించడం, ప్రహ్లాదలో విష్ణుమూర్తి చేతిలో ఉండే చక్రాన్ని తనే తిప్పుకునే విధంగా ఏర్పాటు చేయడం.

ఖర్చు, మన్నికకు అనుకూలంగా

సన్నివేశంలో సహజత్వం తీసుకువచ్చే క్రమంలో ఉపయోగించే ప్రతి స్పెషల్ ఎఫెక్టు వెనుక అధికమైన శ్రమతో పాటుగా ఖర్చుకూడా ఎక్కువే. ఈ రెండింటినీ సమర్థవంతంగా చూపెట్టగలుగుతున్నారు. ముఖ్యంగా సాంకేతిక ప్రయోగాల విషయంలో తక్కువ ఖర్చుతో, ఎక్కువ ప్రయోజనాన్ని అందించే దిశగానే ఉపకరణాలను తయారు చేయడం జరుగుతుంది. వాటితో పాటుగా ప్రదర్శనల దృష్టి అనేక ప్రదేశాలలో తిరుగుతుంటారు. కాబట్టి వాటిని రవాణాకు అనుకూలంగా, కాంపాక్ట్ గా తయారు చేసుకోవడం వీరి ప్రత్యేకత. అంటే 30 వేల రూపాయల ఖర్చుతో చేయగల ఎఫెక్టును మూడు వేల రూపాయలతో కూడా చేయగలరు, అలాగే ఒకే వ్యక్తి చేతిలో మడతపెట్టుకుని లేదా చిన్న డబ్బాలో సర్దుకునే తీసుకెళ్ళే విధంగా కూడా చేయగలరు. అయితే అనేక ఉపకరణాలను

తక్కువ ఖర్చుతో తయారు చేసుకునేందుకు ప్రయత్నం చేసినా, సన్నివేశంలో స్పెషల్ ఎఫెక్టు యొక్క అవశ్యకతను బట్టి వేల రూపాయలు ఖర్చు పెట్టడానికి కూడా వెనుకాడరు.

అయితే తెలుగు నాటకరంగాన్నే శాసించేంత సాంకేతిక పరిజ్ఞానం ఉన్న సురభి నాటకాలలో లోటుపాట్లను కూడా చర్చిస్తే ఇన్నేల్మయినా ఇంకా పాత పద్ధతులే వినియోగిస్తున్నారని, గారడీ విద్యల్లాంటి టెక్నిక్ లే ఎక్కువగా చూపిస్తున్నారు. ఇలాంటి కొన్ని ప్రశ్నలు ఎదురుతున్నాయి. వాటి విషయాలను విశ్లేషణ చేస్తే- ఇక్కడ టెక్నిక్ విషయంలో పాత పద్ధతులను ఉపయోగిస్తున్నారా కొత్త పద్ధతులను అవలంబిస్తున్నారా అనే విషయం కంటే సన్నివేశం రక్తికట్టిందా? లేదా? అనేదే ముఖ్యం. సురభి టెక్నిక్ లన్నీ కూడా సన్నివేశానికి తగ్గట్టు, సందర్భోచితంగా రూపుదిద్దడమే కాకుండా నిర్వహణకు అనుకూలంగా మలుచుకుంటారు. ముఖ్యంగా తక్కువ ఖర్చులో సామగ్రిని సమకూర్చుకోవడం, స్వతహాగా తయారు చేసుకోవడమే కాకుండా రవాణాకు అనుకూలంగా ఎక్కువ రోజులు మన్నిక వచ్చే విధంగా పటిష్టంగా తయారుచేస్తారు. అందువల్ల పాతపద్ధతుల్లోనే కొన్ని టెక్నిక్ లు నిర్వహించడం జరుగుతుంది.

అయితే వీరి నాటకాలలో కూడా ప్రస్తుత ట్రెండ్ ని బట్టి ఎల్ఈడి స్క్రీన్ లు, ప్రాజెక్టర్లు, ఎల్ఈడి లైట్లు, కంప్యూటర్ గ్రాఫిక్స్ ఉపయోగించి కొత్తదనం, భారీతనాన్ని తీసుకురావచ్చు. కానీ అవి ఎంతో ఖర్చుతో కూడుకున్న పనులు, అలాగే వీరు రంగస్థలంపై నిర్వహించడం కూడా కొంత కష్టం. ఒక వేళ ఖర్చు పెట్టి అవి ఏర్పాటు చేసినా ఉచితంగా నాటకాన్ని చూడడం అలవాటు పడ్డ సాధారణ ప్రేక్షకుడు టెక్నెట్టు రేటు పెంచితే ఎక్కువ డబ్బులు పెట్టి నాటకానికి రావడం కష్టం. కొంతమంది జాతీయ కళాకారులు భారీతనం ప్రయత్నం చేసి అందుకు తగ్గ టెక్నెట్టు రేటు పెట్టి ప్రేక్షకులను నాటకాలకు రప్పించినప్పటికీ అవి రెండు, మూడు ప్రదర్శనలకే పరిమితం అవుతున్నాయనేది ఇక్కడ గ్రహించాల్సిన విషయం.

పైన చర్చించిన విషయాలన్నిటినీ పరిగణనలోకి తీసుకుని సురభివారు మరింత పరిణతి సాధించాలంటే ప్రేక్షకులు విరివిగా నాటకాలను ఆదరించాలి, ప్రభుత్వాలు నాటక మనుగడకోసం వివిధ ప్రాంతాలలో విరివిగా ప్రదర్శనలు ఏర్పాటు చేసి ఆర్థికంగా పుంజుకునేలా చేయాలి. ఇవన్నీ జరిగినప్పుడు నాటక సంబంధిత ప్రతి విషయంలోనూ మరింత ప్రగతిని సాధిస్తుంది. నూతనత్వాన్ని చూపించగలదు. అలాగే మరో వందేళ్ళు తమ ప్రస్థానాన్ని సాగించడమే కాకుండా భావితరాలకు కూడా సురభి నాటకం చూసే భాగ్యం కలుగుతుంది.

DETGIRIJANALALO ERUKULA-ERUKATA

(గిరిజనులలో ఎరుకుల - ఎఱుకత)

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ఎరుక అనగా: నాసోదెయే సమస్త ప్రపంచం సోదినేనేను.

వ్యాఖ్య: “దండో దమయతామస్మి నీతిరస్మి జగిషతామ్.

మౌనం చైవాస్మి గుహ్యనాం జ్ఞానం జ్ఞానవతామహమ్”

అన్న గీతాతార్థ్యని శ్లోకము ఇక్కడ స్మరనీయం. ఎఱుక అనగా జ్ఞానము. అజ్ఞానమే ప్రజలకు ప్రాణము, శుభమును, శాశ్వతము.

భారతదేశంలో తొలి తెలుగు ఆదిమ గిరిజనులేనని ఆర్యుల వేద గ్రంథాలు తెలియజేస్తున్నాయి. ఆర్యులు ఈ గడ్డ పై అడుగు పెట్టినప్పుడు ఇక్కడ ఎన్నో అనాగరిక జాతులు ఉన్నాయని, వారిని ‘దమ్యులని’ పేర్కొన్నారు. ఋగ్వేదంలో కిరాతులు, నిషాదులు, చెంచులు, బోయలు, పుళిందులు తదితర తెగలను పేర్కొన్నారు. నాటి పుళిందులే నేటి గోండులని పరిశోధకులు అభిప్రాయపడుతున్నారు.

గిరిజన నామాధిత్యం: గిరిజనులను వివిధ పేర్లతో వివిధ రకాలుగా నేడు పిలుస్తున్నారు. ఆదివాసులని, ఆటవికులని, అనాగరికులని, కొండ జాతులని వివిధ రకాలుగా పిలువబడుతున్నారు.

గిరి + జనులు = గిరిజనులు

“గిరి” అంటే కొండ లేదా పర్వతం అని అర్థం

“జనులు” అంటే ప్రజలు లేదా సమూహం అని అర్థం

గిరులపై జీవిస్తున్నందు వల్ల వీరిని మనం గిరిజనులని నేడు సర్వసాధారణంగా పిలుస్తున్నాం. భారతదేశంలో గిరిజనులను వివిధ మాండలికాల్లో వివిధ పేర్లతో పిలుస్తున్నారు. హిందీలో “ఆదివాసి” లేదా “జన్ జాతి” గా పిలిస్తే, ఆంగ్లంలో వీరిని “TRIBE”గా పిలుస్తున్నారు.

TRIBE అనే పదానికి తెలుగులో ‘తగ’ లేదా ‘సమూహం’ అని విజ్ఞలు నిర్ణయించారు.

గిరిజనులు-మానవ శాస్త్రజ్ఞుల నిర్వచనాలు: ‘తగ’ లేదా TRIBE (గిరిజనులు) అనే పదాన్ని నిర్వచించడంలో మానవ శాస్త్రవేత్తలు విచ్చిన్న అభిప్రాయాలను వెలువరించారు.

సాధారణంగా ‘తగ’ కొన్ని గోత్రాలతో కూడుకుని ఒక నిర్దిత ప్రాంతాలలో నివసిస్తూ లిపి లేని భాషను మాట్లాడే ప్రత్యేక మత సంస్కృతిలో జీవిస్తుంటారు.

‘ఇంపీరియల్ గెజిటర్’ తెగను ఈ క్రింది విధంగా నిర్వచించడం జరిగింది. ఒక తెగ కొన్ని



కుటుంబాల సమూహం. ఒకే పేరుతో ఒకే మండలి కాని మాట్లాడుతూ ఒకే వృత్తిని పాటిస్తూ, ఒక నిర్ణీత ప్రాంతంలో నివసిస్తూ సాధారణంగా అంతర్వివాహ సమూహంగా ఉండేది తెగ. ఆక్స్ ఫర్ డిక్షనరీలో ఈ క్రింది విధంగా చెప్పబడింది.

A tribe is group of people in primitive or burborous tage of development acknowledge the authority of chief and usually, regarding themselves us having a common ancerstor.

పురాతన కాలనాకి చెరందని అనాగరిక వ్యవస్థలో ఉన్నట్లు సమూహం ఒక నాయకుని ఆధిక్యతను అంగీకరిస్తూ పురాతన వారసత్వం కలిగిన తెగ.

గిరిజనుల లక్షణాలు:

- గిరిజనులు సాధారణంగా నాగరికులకు దూరంగా జీవిస్తారు.
- ఒక నిర్ణీత ప్రాంతంలో నివసించడం
- మూఢ విశ్వాసాలు కలిగి ఉంటారు
- లిపిలేని మాండలికాన్ని మాట్లాడతారు
- నృత్యగాన ప్రయుచై ఉంటారు
- ప్రత్యేక రాజకీయ ఆర్థిక వ్యవస్థను కలిగి ఉంటారు
- పూర్విక వారసత్వం కలిగి ఉంటారు

భారతీయ గిరిజనులు - భౌగోళిక విభజన: ప్రఖ్యాత మానవ శాస్త్రవేత్త బి.ఎస్.గుహ భారతీయ తెగలను భౌగోళికంగా 3 మండలాలుగా విభజించారు.

1. ఉత్తర ఈశాన్య మండలం
2. మధ్య మండలం
3. దక్షిణ మండలం

1. **ఉత్తర ఈశాన్య మండలం:** ఉప హిమాలయ ప్రాంతాలు, కొండలు, లోయలతో కూడిన తూర్పు సరిహద్దు ప్రాంతాలు ఈ మండలంలోకి వస్తాయి.

2. **మధ్య మండలం:** పీఠ భూములు కొండలతో ఉత్తరాన సింధూ గంగా మైదానాల మధ్య దక్షిణాన కృష్ణానది వరకు విస్తరించిన ప్రాంతాన్ని మధ్య మండలంగా పరిగణిస్తారు.

3. **దక్షిణ మండలం:** కృష్ణానదికి దక్షిణాన వైనాడ్ నుండి కన్యాకుమారి వరకు ఉన్న దక్షిణ భారతదేశంలో ఈ మండలం ఉంది.

సంస్కృతికరణ గిరిజనులు: నాగరిక, అర్ధ నాగరిక ప్రాంతాలకు వలసపోయి నాగరిక వృత్తులను చేపట్టి నాగరిక సమూహం లక్షణాలను అనుకరిస్తూ అదే కాలంలో తమ గిరిజన సంస్కృతిని కూడా కొనసాగించేవారు.

అంధ్ర ప్రదేశ్ లో నివసిస్తున్న గిరిజనులు సంస్కృతి, జీవన విధానంలో ప్రత్యేకమైనవిగా కనిపిస్తాయి. ముఖ్యంగా ద్రావిడ, ఇండో ఆర్యన్, ముండా, తెలుగు భాషా కుటుంబాలకు చెందన గిరిజనులు ఇక్కడ నివసిస్తున్నారు.



తెగల పేర్లు: చెంచు, గదబ, కమ్మర, కట్టు, కొండదొర, కొండకాపు, కొండరెడ్డి, కోయ, మాలి, మన్నెదొర, నాయకులు, రెడ్డి, సవరలు, సుగాలీలు, లంబాడీలు, తోటి, వాల్మీకి, యానది, ఎరుకుల మొ॥ వారు.

ఎరుకులు: వీరు ఆంధ్ర ప్రదేశ్ అంతటా కనిపిస్తారు. తమను తాము 'కొర్రు' అని పిలుచుకుంటారు. ఎరుకుల వారి ఆడవారు 'సోద' చెప్పి జీవిస్తారు. వీరు మాట్లాడే భాషను ఎరుకుల భాష లేదా కుర్రు భాష, కులావత అంటారు. వీరి భాష తమిళ, తెలుగు, కన్నడ, సమష్టి భాషగా భాషావేత్తలు పేర్కొన్నారు.

ఎరుకుల వారు దబ్బు ఎరుకల, ఈతపుల్లల ఎరుకల, కంచె పురి ఎరుకల, కరికముక్కుల ఎరుకల, కర్వేపాకు ఎరుకుల, ఉప్పు ఎరుకల మొదలైన ఉప తెగలుగా కనిపిస్తారు. వీరిలో పెళ్ళి అయినవారు తల్లిదండ్రుల నుండి విడిపోతారు. మేనకరికపు వివాహాలు ఎక్కువ జరుగుతాయి. సంప్రదాయ వివాహాలకు ప్రాధాన్యత ఇస్తారు. తాళిబొట్టు, మంగళ సూత్రం కట్టే ఆచారం కనిపిస్తుంది. హిందువులు పూజించే వేంకటేశ్వరస్వామి, నరసింహస్వామి, రామడు మొదలైన దేవుళ్ళను పూజిస్తారు. ఏకలవ్యుడుని ఎక్కువగా ఇష్టపడతారు. ఎరుకల వారు దయ్యాలను పొరుడ్రోలేవారుగా, భూతవైద్యులుగా కూడా కనిపిస్తారు. అంకాలమ్మ, కొల్లా పురమ్మ, నూకాలమ్మ, పోలేరమ్మ, ఎల్లమ్మ తదితర దేవతలను పూజిస్తారు. సంక్రాంతి, శివరాత్రి, శ్రీరామనవమి, దసరా, ఉగాది మొదలైన పండుగలను చేసుకుంటారు.

ఎరుకలలో కుల పంచాయితీ కట్టుబాట్లు ఎక్కువ కులపెద్ద స్థానికంగా జరిగే గొడవలు, దొంగతనాలు, అప్పుల సమస్యలు, ఆస్తి, భూతగాదాలు పరిష్కరిస్తారు. వీరిలో శిక్షలు కఠినంగా ఉంటాయి. తప్పు రుజువైన నిండుడుని వేడి నూనెలో చేతులు పెట్టమనడం, కాలుతున్న గడ్డపొరను పట్టుకోమని చెప్పడం, నిప్పుల మీద నుండి చెప్పులు లేకుండానడవమనడం వంటి శిక్షలు విధిస్తారు. ఈ విధంగా చేయడం ద్వారా నిందితులు పవిత్రులుగా మారినట్లు భావిస్తారు. మీరు పూర్తిగా మాంసాహారులు. వీరు ఎక్కువగా రాగిసంకటి, జొన్న సంకటి ఇతర గింజధాన్యాలూ ఆహారంగా స్వీకరిస్తారు. గిరిజనులను పంది మాంసాన్ని తింటారు. బుట్టలల్లడం, తాళ్ళు అల్లడం వంటి వృత్తి పనులు చేస్తూ అమ్ముకుని జీవిస్తారు.

ఎరుకల వారు సోది: సోది చెప్పడం ఈ ఎరుకల కులస్థుల మరో ప్రత్యేకతగా మనం చెప్పకోవచ్చు. సోది అనే తెలుగు పదాన్ని ఎరుకల భాషలో కోరే లేక కొరతి అంటారు. ఇది స్త్రీలకు మాత్రమే పరిమితమైనది. సోది చెప్పే స్త్రీలకు మన రాష్ట్రంలో "ఎరుకులసాని" అని, కర్ణాటకలో 'కురమంచి' అనే పేర్లతో పిలుస్తారు. వీరు ముఖ్యంగా తమ కుటుంబ పోషణ కోసం సోది చెప్పడాన్ని తమ కులవృత్తిగా, కులాచారంగా భావించి తలమీదో లేక చంకలోనో 'సోది' బుట్టను పెట్టుకొని ఊరూరా మరియు ఇళ్ళుళ్ళూ తిరుగుతూ సోదిని చెప్తారు. కట్టమైనమ్మ, మారిమ్మ, దేవతలనూ తలచకొంటూ దైవ ప్రేరణలో తనను తానే మైమరిచిపోయి మాట్లాడి సమస్యకు పరిష్కార మార్గాన్ని చెప్పి తమ వద్ద సోది చెప్పించుకున్న వారిని తృప్తి పరుస్తారు. అలా వీరు జరగబోయేవి, జరిగినవి చెప్పడం విని సంతృప్తి చెందిన వారు యిచ్చే పాత బట్టలు, నూకలూ, బియ్యం, అన్నం మొదలైన వాటిని తీసుకువెళతారు. ఎరుకలసానిగా రూపాంతరం చెందేందుకు ఒక తంతు నిర్వహిస్తారు. యువతి రజస్వల అయిన తరువాత ప్రథమ ఆదివారాన్ని ఎన్నుకొని ఆరోజున బంధువులందరినీ పిలిచి వారందరికీ విందు ఇస్తారు. సాధకురాలు మాత్రం ఉపవాసం ఉంటుంది. విందు అయిన తర్వాత ఆమె కళ్ళకు

గంతలు కట్టి వరి అన్నంలో పెసరపప్పు, నల్లకోడి, నల్లపంది, నల్లమేక, పచ్చి రక్తం కలిపి మద్దలుగా తినిపిస్తారు. ఆమె కలినం మూడు చేతి ముద్దలైన స్వీకరించాలి. అలా తిన్న ముద్దలకు ఆమె వాంతి చేసుకోక పోతే ఆమె మంచి సోదగత్తి కాగలదని భావిస్తారు. సోది చెప్పేవారు. సచ్చిలతను పాటించాలని, దీనితో వాక్ శుద్ధి కలుగుతుందని గత సంఘటనలు, భవిష్యత్తు సహజంగా స్ఫురిస్తాయని విశ్వాసు, ఉప్పలమ్మ, ఎల్లమ్మలను కులదేవతులుగా కొలుస్తారు. పద్మావతి శ్రీనివాసుల పరిణయానికి 'ఎరుకులసాని' ప్రధాన సందానకర్తగా వ్యవహరించిన్న కథ జగద్వితమే.

ఎరుకల తెగ - సాహిత్యము: ఎరుకత తెగ ప్రాచీనమైన గిరిజన తెగలలో ఒకటి. వీరికి ప్రత్యేకమైన భాష ఉంది. ఎరుకల భాష ద్రావిడ కుటుంబానికి చెందింది. ఎరుకల వివిధ ఉపకులాలూగా విభజింపబడ్డారు. ప్రతి శాఖ తిరిగి వివిధ గోత్రాలు వారిగా విభజింపబడ్డారు. రాష్ట్రంలో దాదాపు అన్ని ప్రదేశాలలో వీరు కనిపిస్తారు. స్త్రీలు వెదురుబుట్టలు, సోది చెప్పకుంటారు. పురుషులు వ్యవసాయ కూలీలుగా జీవితం సాగిస్తున్నారు. వీరి సాహిత్యాన్ని పరిశీలించినట్లయితే.

ఎల్లమ్మ ఎల్లమ్మ మా ఇంటి ఎల్లమ్మ
ఎంత బాగా సంపాదిస్తినే ఓ ఎల్లమ్మ
పది కూనల తల్లివైతివే మా ఎల్లమ్మ
పెద్దన్న పేరు మలికన్న
నడిపోని పేరు నర్సన్న
చిన్నోని పేరు మల్లన్న
మా బిడ్డ పెద్దన్న
చిన్న బిడ్డ దుర్గమ్మ

వివరణ: ఈ పాటలో ఒక ఎఱుక కుటుంబం తమ ఇంటి జీవనాధారమైన పందిని వారింటి మహాలక్ష్మిగా, ఎల్లమ్మగా సంభావిస్తూ స్తుతించడం జరిగింది. వారింటి “వరాహం” దేవతగా కూనలను పెట్టి తమ ఇంటిని సౌభాగ్యవంతం చేస్తుందని కీర్తిస్తున్నట్లు ఈ భావం ఉంటుంది. ఎరుకుల వారు పెంచే పంది కూనల్లో తొలి మగకూన “మలికన్న”ను దేవుడి పేరు మీద వదిలేస్తుంటారు. ఇది వారి ఆచారంగా ఉండటం విశేషం. ఈ విశేషాలన్ని పరిశోధనల వల్లనే బహిర్గతమౌతున్న సత్యాలుగా రూపుదాలుస్తున్నాయి. ఈ ఆచారం రాయలసీమ ప్రాంతాలలో కనిపిస్తుంది.

ఎఱుకత వేషము: తరిగొండ వెంకటమాంబ శ్రీ వెంకటేశ్వర మహాత్మ్యములు పంచమ ఆశ్వాసం నందు శ్రీ వెంకటేశ్వరుడు పద్మావతిని పెండ్లి అడుటకై ఎఱుకత వేషంలో వెళ్ళడాన్ని ఎఱుకతను సాహిత్యంలో వర్ణించిన మొట్టమొదటి కవయిత్రి వెంగమాంబ. వీరి రచనలు ఎఱుకత ఎంత.

శ్రీనివాసుడు చినగిన చీర కట్టుకొని, ఒక పాత అవిక తొడుగుకొని, ఒక ముసలి అవ్వవలె వంగి లేస్తూ నవ్వుతూ, కొండ దిగివచ్చాడు. దంతపు నగలు, బండి గురిగింజ దండులు, మెడనిండా ధరంచాడు. బ్రహ్మను ఏడునెలలు బాలునిగా చేసి లాలిస్తూ, చంకన పెట్టుకొన్నాడు. సుకుటుంగరాలను ధరించిన చేతితో ఒక

బెత్తాన్ని పట్టుకున్నాడు. నవధాన్యాలతో నింపిన ఒక బుట్టను తలపై పెట్టుకున్నాడు. శ్రీఘముగా బయలుదేరివచ్చి నారాయణవరపురానికి చేరుకున్నాడు. అక్కడి అమ్మలక్కలను చూచి “ఎఱుక, ఎఱుక” అంటూ కంఠము ఎత్తి పిలిచారు.

అక్కడి స్త్రీలు ఆ ఎఱుకతను వింతగా చూసి, ఓ ముసలి దానా! మాకు గద్దిచెప్పు అని అడిగారు. అక్కడకు వచ్చిన రాజు గారి అమ్మాయి చెలికత్తెలు, తమ కోరికను చెప్పగలిగితే ఎఱుకతకు పట్టు బట్టులు ఇస్తామని చెప్పి, ఆమె గద్దె ఎటువంటిదో చెప్పుమని అడిగారు.

ఎఱుకలసాని గద్దె వివరాలు: “నా ఎఱుకయే ప్రజలందరికీ జీవనము. నా ఎఱుక శుభప్రదము. శాశ్వతము, ఎఱుకయే సకల ప్రపంచము. నేనే ఎఱుకను. నా ఎఱుక పంచభూతములనూ పుట్టించేది. నా ఎఱుక జాగ్రత్త, స్వస్థ సుసుప్తులు అనే మూడు అవస్థలకూ మొదలు, చివర, ఉండేది. నా ఎఱుక బ్రహ్మాండ భాంగములన్నిటిలో నిండి, కుండులిని అంటియుంటుంది. నా ఎఱుక, ఆశాజ్యోతితో కలిసి, తనలో తానే నిలిచి, ఆనందించి వెలిగేది. ఇటువంటి ఎఱుకను ఎవరూ ఎరుగరు. నా ఎఱుక నిజమైనది. తెలిసికొనగలవారికే నేను ఎఱుకను చెప్తాను. మీకు చెప్పను అని ఎఱుకత, రాచచెలులకు తన ఎఱుకను గూర్చి చెప్పింది.

సోది చెప్పుట: ధరణీదేవి ముత్యాలను తెచ్చి అక్కడ పెట్టింది. బంగారు చేటలోని ఆ పండుముత్యాలను, ఆ సోది కత్తి చేయి చాచి ముత్యాలను పిసికి మూడు రాకులుగా చేసింది. మధ్యరాశిపై తన చూపుని నిలిపింది. మూడుసార్లు చేతులెత్తి నమస్కరించింది.

మనస్సులో గంగ మొదలయిన పుణ్యశ్రీర్థాలనున కాశి, గయ, పుయాగ వంటి పుణ్యక్షేత్రాలనూ, హరహర బ్రహ్మదేవతలను, పరాశక్తి మొదలైన దేవతలనూ ఎఱుకత నిలిపి నమస్కరించింది. తరువాత ధరణీదేవితో అక్కడకు దేవుళ్ళు వచ్చారని, దక్షణ తాంబూలము ఇచ్చి గద్దె బుట్టకు నమస్కరించుమని చెప్పింది. ఇది ఎరుకల వారి ఎరుకత యొక్క గొప్పతనం.

విషయ సేకరణ:

- 1) గిరిజన సాహిత్య - ఆచార్య ఎం.గోనా నాయకం.
- 2) ఖండోబా, పి.కె.లంబాణి ఒకటుగళు (కన్నడ) తేజ్‌సింగ్ రాథోడ్‌న మమోరియల్ ట్రస్ట్, గుల్బర్గా, (1988)
- 3) ఖండోబా పి.కె. కర్ణాటక లంబాణిగళు (కన్నడ) బిందు సంస్కృతి అధ్యయన, తేజ్‌సింగ్ రాథోడ్ మమోరియల్ ట్రస్ట్, గుల్బర్గా (1991)
- 4) సూర్యనారాయణ, ఎం.భారతేశం గిరిజన సముదాయాలు, తెలుగు అకాడమి, హైదరాబాదు (1983)
- 5) సదేహస్‌నై, బారతీయ గిరిజనులు.
- 6) డా.మురళీకృష్ణ, తూర్పు గోదావరి జిల్లా గిరిజన విజ్ఞానం ఒక పరిశీలన.
- 7) డా.జుర్రా అపాపరావు, విశాఖపట్నం జిల్లా గిరిజన విజ్ఞానం ఒక పరిశీలన.
- 8) వెంకటరావు టి.సవరల గిరిజన సరళి