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Editor in Chief  
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**Prof. Dr. Ratnakar D Bala**  
**CEO & Director (Academics)**  
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Dear Associates

Welcome to each and every one of you congregated for the prestigious IMRF's International Gathering –hosted at IMRF Mysore Chapter organized by IMRF Institute for Education & Research , DRPF Macedonia & IIM Australia is considered to be one of the premier events for the distinguished academic and research cult .

We know that an academic conference is a symposium for inventive academicians and imaginative researchers to give academics an opportunity to present their academic works, concepts and new discoveries and to exchange their ideas and develop their works and also to share idea in presenting for development in the new research and topics and so forth. Together with academic or scientific journals, conferences plausibly provide a central channel for exchange of information among earnest researchers.

IMRF with its Academic Chapters in many Countries, since inception, has a great academic, research and social priorities to promote the spirit of values and orientations in multidisciplinary research functions of education by working out in dexterity required by the integrity of a sophisticated social world order duly transmitting central heritage with scientific bent of mind forming socialization process in respect of reformation of attitudes to confer a serene status for a rational being called man on this civilized planet, of course, from the threshold of Ratna Prasad Multidisciplinary Research and Educational Society.

IMRF has left no stone unturned for the accomplishment of its vision and mission catering its influential services in the academic and research disciplines comprising the streams of Human Rights, Social Sciences, Arts and Education, English Studies, Business Sciences, Engineering Sciences, Mathematical Sciences, Life Sciences, organizing International Conferences humbly witnessing the virtuous presence and innovative presentations of investigating pioneers, potential leaders, promising researchers, intellectual academicians, working faculty, industry magnates, advanced educationists, eminent scientists, rational thinkers, earnest scholars and superior students with their bonafide work of discovery from as many as 50 and more countries in the world (with their recurring presence) including home towards showcasing their professional performance with excellent communication skills based on their accumulated experience in the fields concerned successfully.

Globalization is a fact. Its internalization process integrates multidisciplinary fields to embark on an adventure in the realm of academics and research. As such, this conference by International Multidisciplinary

ResearchFoundation (IMRF). I am pleased to unveil the fact that this Copy of Proceedings marked with ISBN No 978-93-86435-81-1 presents an educative network of research with strength of quality, originality and contribution to knowledge of significant fields of multidisciplinary realms duly identified by the solemn research portals and academic destinations in the world.

While presenting you with this sonata of latest academics and research findings, I humbly place on record my loyal acknowledgement of sincere appreciation, due recognition and heart-felt thanks to all intellectual paper presenters, article contributors, members on the esteemed Editorial Board, centres of higher learning in collaboration with IMRF, foreign-national delegates, erudite plenary speakers, scholarly participants and all those who are directly or indirectly in conformity with this IMRF conferences from home and abroad for their righteous everlasting support in one and all aspects and my sincere thanks to DRPF Maceodina & IIM Australia for their ever dynamic support and cooperation. Gratitude is attitude!

With effusive thanks,

Dr. Ratnakar D. Bala  
Conference Chairman

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*Reflections on  
Gender Equality, Feminism &  
Language Studies*



## **A BLOODY BATTLE: THE LIFE OF A PERSON WITH SPECIAL NEEDS DEALING WITH MENSTRUATION**

**ELLA PISCAWEN, ROSELYN BORJA, MICHAELA ESPIRITU, JUSTIN NISPEROS**

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**Abstract:** The menstrual cycle is a hormonal monthly bleeding that prepares women for a possible pregnancy every month. Women, with or without a disability, are encountering this at the same time but differ in their problems and experiences and they should be given equal access to Menstrual Hygiene. Consequently, the researchers attained to answer what are the challenges being faced by the Persons with Special Needs during menstruation, how do they practice menstrual health management and how do they cope with their menstrual problems. Descriptive research design was utilized in the study, the parents of the menstruating girls with special needs in San Fernando City, La Union were the participants, the instrument that was utilized is semi- structured interview to further ask follow-up questions, convenience sampling was used in selecting the participants and the data gathered was analyzed through thematization where the responses of the participants were categorized into relevant themes. In conclusion, the challenges that the girls with disabilities experience are rejection of sanitary napkin, fear of blood, poor communication, inappropriate behavior and mood changes, and physical discomfort. Furthermore, in managing their menstrual health, the researchers identified two ways. First, the use of sanitary pads which needs guidance by their mothers or caretakers. Second, through professional assistance. Thus, in coping on their menstrual problems, they have various strategies such as through emotional support and training.

**Keywords:** Challenges, Coping Mechanisms, Menstrual Hygiene, Menstruation, Special Needs.

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**THE NEED OF VISIBILITY OF 'I' IN THE INVISIBLE:  
A POST-COLONIAL READING OF *INVISIBLE MAN* BY RALPH ELLISON**

**BIDYA SINGH**

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**Abstract:** Ralph Ellison's *Invisible Man* (1952) is awarded with National Book Award in 1953. It is a work of nationhood that discusses various topics like marginalisation, sustainability, crises of livelihood, supremacy and the socio-political instabilities. Modernity and the imperialist have brought diversity in the regional and ethical entities. *Invisible Man* deals with the need of willingness that is being suppressed by the unethical norms of colour, cast and creed. It also discusses the hardships of the Afro-Americans who survived in the mainstream with a spur of revival. So *Invisible Man* is on the other hand is treated as the voice of the marginalised. The novel begins with a first person narrative who is a black. The colour of his skin made him invisible even in his own eyes. So the question of being "I?" remains constant through out the novel. Apart from black identity and nationalism *Invisible Man* also discusses the substantial issues of individuality and personal identity. The narrator is being unnamed because it does not represent the black or the marginalised where as it represents the whole idea of the individuality. The novel seeks answer for the invisible 'I' who is needed to be visible and voiced.

**Keywords:** Modernity, Invisible, Individuality, Identity, Visible, Nationalism.

\*\*\*

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**THE OTHER SIDE OF EQUALITY:  
A STUDY OF GENDER SUBJUGATION IN DATTANI'S "DANCE LIKE A MAN"**

**SWAPNIL SINGH**

---

**Abstract:** Gender is a sociological construct to define and restrict a person based on their biological sex. The society has divided both the sexes and bestowed upon them a few functions that they are expected to fulfil. If anyone of them tries to break that mould then they are labelled as "misfits", "effeminate", "tomboy" and the like. Women all over the world are shattering this glass ceiling and proving to the world that they are not just home makers and child bearers. The condition of women has progressed in leaps and bounds thanks to movements like feminism but men are still stuck in the race to prove their manliness in case they take up something unconventional or "womanly". The world has become a very different place now, women are no more damsels in distress waiting for their knight in shining armour, they are their own knights now but the knight still has to be brave and an epitome of manhood. Gender equality has been an issue that women have been battling with for over a century now but men are yet to address this as an actual issue, because most of the members of their own gender cannot relate to them or understand their struggle.

"A woman in a man's world may be considered as progressive. But a man in a woman's world is pathetic." This dialogue from the play "Dance like a Man" aptly describes the psyche of the patriarchal society which equates a man's manliness with his profession and passions. Mahesh Dattani has beautifully taken up the issue of gender subjugation from a different perspective. All of his plays focus on urban spaces and a man and woman's place in a patriarchal society. This paper will take up Dattani's play "Dance Like A Man" to explore the issues of gender equality, gendered stereotypes people are subjected to and their impact on one's identity and psyche.

**Keywords:** Gender bias, Patriarchy, Gender stereotyping

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## **GENDER FLUIDITY TO GENDER EQUALITY: A STUDY OF ANDROGYNES IN HINDU MYTHOLOGIES**

**DEVISHREE MOHAPATRA**

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**Abstract:** Within the LGBTQIA communities, it is the transgender community who are discriminated the most. Devoid of basic rights and a decent living, they either beg or are forced into considering prostitution for a living. But it is a neglected fact that the idea of the 'Tritiya Prakriti' or the non-binary being has not only been duly acknowledged but also highly respected in Hindu mythologies. 'Tritiya Prakriti' literally translates as 'third gender'; a being who is neither completely male nor completely female both in terms of the mind as well as the body. In them, both the masculine and the feminine principle co-exist. This makes gender a fluid concept. Androgynous figures are replete in Hindu representation of Gods and Goddesses like Ardhanarishwara, Vishnu, and other mythical figures like Shikhandi, Ila and the like. As it can be seen, Hinduism, since time immemorial, celebrated queer presence but it was with the advent of the heteropatriarchal notions of the British in the colonial period that the queer presence was stigmatized and silenced. Therefore, there is a need to revive that spirit in people of the contemporary society and assert gender equality. Hence, this paper seeks to examine the presence of androgynous figures in Hindu mythologies taking Devdutt Pattanaik's Shikhandi and Other Queer Tales They Don't Tell You as the primary text and explore the stereotypical notions that such entities transcend.

**Keywords:** Androgyny, Equality, Gender Fluidity, Heteropatriarchy.

\*\*\*

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## **LIVED EXPERIENCES OF ILOKANO SINGLE MOTHERS**

**NICOLE F. DELOS REYES, ROBYN LUANE M. DYQUIANGCO,  
MARVIN ZEUS S. POSILERO**

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**Abstract:** Single parenthood experiences the toughest challenge life has bestowed upon an individual specifically single mothers rearing children with special needs. Single mothers of special children have worries and stresses in dealing with their situation may it be in physical and financial well-being. The researchers seek to answer the: lived experiences, challenges and coping mechanisms of Ilokano single mothers rearing children with special needs. The researchers employed a qualitative-phenomenological research with the goal of gathering various data from 6 Ilokano single mothers rearing children with special needs living in the City of San Fernando, La Union that were chosen through a snowball sampling. The participants were personal interviewed by the researchers then utilized Thematization process to obtain an optimum result for this study. Ilokano single mothers rearing children with special needs values the experiences they have encountered, hardships that made them stronger. It was stated that their stress is the greatest factors affecting their well-being due to their financial problems and the lack of support from other people. Their coping mechanisms include seeking assistance and having that strong support system from their family and or the people around them and having a positive mentality in building a strong positive outlook in life. Thus, the researchers came up with an action plan addressing the Sustainable Development Goal 3, Good Health and Well-Being through a pamphlet. It includes all about the Solo parent Act of 2000 and the agencies they can approach as well as the benefits they can get that has a sole purpose of giving back all the hard works and sacrifices that every single mother rearing children with special needs has made for agencies to conduct programs that can help them and to spread awareness with their health condition.

**Keywords:** Challenges, Coping Mechanisms, Ilokano Single Mothers, Lived Experiences.

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## **CONSTRUING AND EXPLORING FEMINIST UNDERSTANDING IN ASSAM.**

**DR. LONEE DOWERAH**

---

**Abstract:** This paper presents part of the findings of a research designed to understand knowledge of feminism among women in Assam who are marginalized from the mainstream academia of Indian scholarship on feminism and feminist studies. For these the researcher particularly selected the women who are working in the women's NGOs of Guwahati and are involved in crusading for women's rights and engaged in various women's empowerment and development programs either as volunteers or professionals. The research examined the women's NGOs volunteers and professionals' distinct standpoint on how they interpret feminism and construct a feminist practice in their day to day lives and working in women's Non-Governmental Organisation in Guwahati. This research is based on qualitative study of the narratives of 58 women from 13 women's NGOs of Guwahati city through a semi-structures interview. This paper focuses on the – understanding of feminism among these women and identification of themselves as feminist, sources of knowledge on feminism and society's perception of a feminist in Assam. The narratives of the respondents will also help to bring to prominence and explore a substantial, complex and important body of feminist understanding and its influence to the issues tackled by the Women's Movement in Assam and finally it raises the marginalized women's personal voices and their understanding of feminism and shows how feminism have been interpreted differently by different people.

**Keywords:** Feminism, Feminist Standpoint Theory, Women's NGOs, Volunteers, Professionals, Assam, India.

\*\*\*

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## HONOUR KILLING IN INDIA– A SOCIO, LEGAL PERSPECTIVE

DR. ADINARAYANA J., JAYANTHI BAI H.L

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**Abstract:** “*Where women are honoured there the God dwells*”. -- *Manu*

Every human life is precious and beautiful; therefore it must be protected and preserved with dignity. Women in all societies are the transmitters of history, custom and traditions of their community. Honour crime is baneful by product of an evolving patriarchal social construct. Honour Killing is a murder committed against women for actual or perceived immoral behaviour that is deemed to have breached the honour code of a household or community. These so called Honour code are product of deeply rooted in patriarchal social and cultural prejudices, where by women are perceived and forced to bear all responsibility to maintain communal honour. Honour killing has grown as a deep-rooted social evil. It has become bane for our society. It is the cause of atrocity on human beings unfortunately many death of young couples, young boys and young girls. It is a heinous, brutal and barbaric. In patriarchal societies, mostly women fall victim of honour crimes by the members of family. The basic reason for violence is their inferior status in male dominated society. Honour killing, we normally understand that killing or murder for the sake of honour. The Indian Constitution has many provisions to protect each and every citizen. There are certain provisions which have been violated due to this crime - Article 14, 15(1), 15(3), 19 and 21 of the Constitution of India. Sections 299 and 301 of the Indian Penal Code, 1860 which deal with culpable homicide amounting to murder meaning the act of killing the victim is made with the intention to kill them because of dishonour to the family. Research paper highlights the various reasons for honour killing, its consequences, the role of law and makes suggestions to prevent it.

**Keywords:** The Constitution of India, Family Honour, Human Life, Honour Killing, The IPC, 1860, Patriarchal Society.

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## **LIVED EXPERIENCES OF VISUALLY IMPAIRED WORKING MOTHERS ON CHILD REARING**

**WILLIAM GO, DANICA LAYDA, JANNA RUBY SIBAEN**

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**Abstract:** Visual impairment is a decreased ability to see it intervene in human function. In cases of mothers who has this disability can hardly be able to do works without guidance and most of all rearing a child. Visual Impairment comes with different challenges in one's life. In this study, these are the working mothers who have visual difficulties with responsibilities in work and in rearing a child. This study specifically aims to discover the challenges and coping mechanics of visually impaired working mothers on child rearing. Semi-structured in-depth interviews were used and the gathered data from the participants were transcribed and analyzed through Thematization. "Close nurturers" was the overarching theme extracted from the experience of mothers who are blind, which emerged from four themes: monitoring by alternative senses, discovering the child's intentions, parenting anxiety, and deficits in communication. Their transition to parenthood seems relatively conventional despite their visual impairment, and mothers have mostly "detached" attachment representations, with a need for independence. However, the need for social support proves to be of great importance.

**Keywords:** Visual Impairment, Working Mothers, Coping Mechanism, Rearing.

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## THE QUEENS AND THE WARRIORS: A STUDY OF WOMEN CHARACTERS IN MODERN FANTASIES

ANKITA SHARMA

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**Abstract:** In the twenty first century, internet and technology are two things which have the maximum influence over the human lives. In the urbane world, survival without these two is unimaginable. The internet has helped the world connect together making it smaller so much so that the nothing has remained out of reach. With the rise of media giants such as Netflix and Amazon Prime, the world has an access to all kinds of shows and movies. The last decade has been a witness to the fact that these shows and movies have had a huge impact on the lives of generations across the borders. Amongst these, Game of Thrones and The Marvel Cinematic Universe emerged as winners in the television and the movie industries respectively. With the kind of influence these particular series have on the viewers, it becomes necessary to examine their portrayal of different characters. The women of these created universes are queens who wield magic and super heroes protecting the earth from alien attacks. This paper attempts to study these different women characters as depicted in these series. It looks into the character arcs and tries to find out how these women emerge as the real power in these worlds. These characters will be studied under the framework of the modern feministic theories.

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## **WOMEN'S EMPOWERMENT THROUGH GENDER EQUALITY- A LITERARY FEMINIST PERSPECTIVE ON RE-WRITING**

**EMILY SHARMA**

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**Abstract:** This paper seeks to delve into the connotations of “gender equality” from the feminist perspective. The idea of women empowerment in the Indian context and its relativity with women’s education is explored. The contribution of feminist literature in creating a space of equality and significance for women through their specialized technique of “rewriting” is scrutinized. This study mentions about the process and the feminist cause involved within the act of “rewriting” literatures of past that has helped women attain equal spaces and empowerment. This paper also reveals the patriarchal stereotypes that tend to subjugate women into silence and suppression. Further, analysis of Volga’s *The Liberation of Sita* as a text is done. Volga in her text depicts the process of “rewriting” as a source of empowerment for Sita in a way that it facilitates her to cross all the societal thresholds and attain her ultimate liberation. Theoretical dimensions of feminism that establish the need for women to write more about themselves as the only solution to the women related questions are studied and surveyed. The causal connections of patriarchal attitudes with women’s distress and regression are revealed which makes daily life a tribulation for women. Helene Cixous’ theoretical postulations that urge women to write are reflected upon. Ultimately this paper also studies the various forms of violence that hinder the possibility of gender equality. This paper also deals with the problematic and complexity in the writings of Dalit feminist literature that expresses the multiple struggles of Dalit women in their journey towards equality. Precisely, this paper vividly brings forth the various concepts on gender equality, women’s empowerment and the related feminist literatures that explicate the ways in which gender equality may be attained. The diverse reasons that have led to the marginalization of women are pondered upon. The search of the plausible ways of re-positioning women from the margin to centre is the focus of this paper.

**Keywords:** Dalit, Equality, Empowerment, Gender, Patriarchal, Rewriting, Societal.

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## **MORALIZING WOMEN:SCHOOLING IN COLONIAL UNITED PROVINCES**

**DR. PREETI**

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**Abstract:** The development of Indian Feminism has been as historical process and its roots lies in the education of Indian history. Education played important role in determining the space and nature of feminism. Schooling has been a mechanism through which cultural values and morality of dominant groups and castes taught to children. In Indian history, caste and gender are interlinked with each other as women are a prominent component in maintaining caste system through marriage and reproduction and other socio-economic means. It ensures 'purity' or non-mixing of the blood of two castes or groups. Hence, it helped patriarchy to control the sexuality of women on one hand and the other hand maintaining the caste system of society. Education plays an important role ideologically, in its thought and actions, in maintaining caste structure and gender roles as well.

Schooling (learning inside or outside school) taught upper caste and class cultural and moral values through textbooks and didactic literature. In the case of United Provinces, it was generally the upper caste and middle class people of the United Provinces who wrote on the necessity of imparting morals to women through education. The 'appropriate behaviour of women' was determined through the practice of ancient religious texts. Textbooks which were written for women did not go beyond the urban and middle class perspective even if they were studied and taught in rural areas. Textbooks propagated stereotyping of 'good' or 'bad' women. Differences were made in the light of caste and patriarchy. Moral education was different for men and women and further lower caste women and upper caste women. This paper will be an attempt to explore following question: Why was morality became important component of Indian schooling, especially for women? How caste and gender created a space of differences in terms of morality? How the question of morality, caste and patriarchy linked to school education?

Paper will look after the government files; reformers' writings and pamphlets, magazines of missionaries and records of elite women conferences etc. to show the politics of morality and immorality and its connection with the caste and education.

**Keywords:** Caste, Education, United Provinces, Women.

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**FROM CAGED BIRD TO PHENOMENAL WOMAN:  
CAPABILITY APPROACH IN FEMINIST LITERATURE**

**BAIJU P. ANTHONY**

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**Abstract:** Interpretation of feminist literature with the help of Capability approach unveils different possibilities. It authenticates the truth of the capability theory that stands for the empowerment of human beings. It underlines the necessity of individual and collective journey of women for their liberation. It brings forward the role of personal narrative while aiming for emancipation. Moreover, the approach offers a better way of interpreting feminist literature which reveals the shattered and shining aspects of women's existence.

**Keywords:** Capability Approach, Empowerment, Literature, Development.

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**DO WE NEED TO CHALLENGE OR CHANGE  
THE PERSPECTIVE?: A RE-READING OF THE FEMINIST METAPHYSICS**

**BAIJU P. ANTHONY**

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**Abstract:** Presentation of feminism from the perspectives of philosophical branches brings variety and vitality to feministic reflections. Often the feminist thinkers challenge the existing metaphysical ideas in order to present the feminist metaphysics. However, it is also possible to present feminist metaphysics without challenging the definitions of metaphysics. In doing that it helps us to see the interconnections with other branches of philosophy.

**Keywords:** Feminist Metaphysics, Critical Theory, Epistemology, Reality.

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**AN ECO-FEMINIST UNDERSTANDING OF THE PERSPECTIVES OF  
THE OPPRESSED: A STUDY OF 'RATHRIMAZHA'**

**SETHULAKSHMI S**

**Abstract:** The idea of Ecofeminism is a worldwide phenomenon that identifies women and nature as the oppressed. Language like English has seen multiple works related to ecofeminism and has, over the course of time, been subjected to various studies. Sugathakumari is one of the most noted writers and activists in Malayalam. One of the most famous and critically acclaimed work of hers would be the poem 'Rathrimazha' (Night Rain) which won the Kendra Sahitya Academy Award in 1978. 'Rathrimazha' or Night Rain is a poem that talks about the loneliness, dejection and despondency of a woman through the image of a rain. Though overtly talking about rain, the poet accentuates the plight of oppressed women and their acceptance of this oppression which becomes quite problematic. Rather merely presenting the poem as the feelings of two oppressed female identities, the poet enables her readers to recognize oppression in all forms, even towards nature. Sugathakumari's poetry brings to the larger Malayali audience the fluid nature of Malayalam language.

**Keywords:** Patriarchy, Mankind, Eco-Feminism.

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**FEMINIST PERSPECTIVE OF TONI MORRISON:  
A STUDY OF THE CHARACTERS OF SULA AND NEL**

**DR. PRATIMA**

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**Abstract:** Toni Morrison is a well-known name in the field of African-American Literature. Her novels deal with the issues of race and gender at length. The present paper attempts to examine and explore Morrison's concept of feminism in relation to Sula and Nel; female protagonists of her second novel; **SULA** which appeared in 1973. Morrison, in her work, has explored the experiences and roles of black women in a racist and male dominated society. The black women's struggle to define themselves rather than being defined is the major theme of African-American novels. Traditionally, women's lives have been organized and manipulated by patriarchy in all ages and all cultures. It is uniformly believed that motherhood and wifehood are the dual crowns of womanhood. And if a woman chooses to define herself other than a wife and mother, she is condemned as reactionaries to destabilize society. And Morrison has beautifully depicted these women rebels. Whenever a woman is spoken of, it is always in the relation to man; she is presented as a wife, mother, daughter and even as a lover but never as a woman a human being- a separate entity. Her heroines are striving to have an identity which is denied to them because of being black and women. According to the aesthetics of this country, they are not beautiful, nor they are men. Thus Women of colour experience double political loyalties because they must confront both racism and sexism. This jeopardy leads her to a combination of external difficulties and internalized conflicts. As being black and woman, the African -American women are forced to deny the essential part of themselves to fit the definition of others.

**Keywords:** Black Feminism, Patriarchy, Sexist Exploitation and Oppression, Womanhood, Women's Lib.

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**REPRESENTATION OF GENDER INEQUALITY, CHILD MARRIAGE  
AND ITS EFFECTS IN AFGHAN SOCIETY IN NADIA HASHMI'S  
*THE PEARL THAT BROKE ITS SHELL***

**DR. MD. SAHIDUL ISLAM**

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**Abstract:** This paper observes the gender inequality, child Marriage and its consequences in the society of Afghanistan with special reference to Nadia Hashmi's *The Pearl That Broke Its Shell*. The harsh reality faced by the women during the reign of Taleban in Afghanistan is predominant in the novel. The Afghan writer Nadia Hashimi has depicted the issues of child marriage, refutation of higher education to women and patriarchal dominance. Hashmi has highlighted the deplorable fate of the women of Afghanistan to the people of the globe. She has also focussed on the historical and sociological outlook of the country. The patriarchal dominance is obvious in the novel. Furthermore, the author's keen observation regarding the nature of gender inequality and social relations is evident. Hence, the main argument of this research paper will highlight the diverse setbacks come across by the women of Afghanistan – child marriage, gender inequality, and the denunciation of higher education to girl child.

**Keywords:** Taleban, Child Marriage, Patriarchal, Gender, Inequality, Education.

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**PATRIARCHAL DOMINANCE VERSUS FEMINISM IN MEENA KANDASAMY'S  
"WHEN I HIT YOU: OR, A PORTRAIT OF THE WRITER AS A YOUNG WIFE"**

**JAKKI RUFUS RUTH LIVINGSTON**

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**Abstract:** Man and woman in society are distinctly affected in terms of equality is the fact known to the whole world; it is a reality. For instance, for the man the question of equality doesn't exist in comparison with family and spouse. It is the reason, in general, it is seen that the men usually take on fight for their equality at a superficial level; it is very obvious in case of issues connected to caste, economic, social and financial inequalities and identity of his own gender self. So, the man is found immensely congenial, warm and exhibiting the best of his qualities while playing his role in society. But, his role turns to be impeccably dominant and powerful in the institution, family. The primary motto of a man in family is to exhibit unquestionable authority on the whole. But for a woman, this equality holds all together a diverse affect. Thus, women have already reached a point where for them equality means freedom: freedom of clothes that she likes; freedom of speech; freedom of thought and freedom of consideration. When they are asked about the equality, they air the concept of equality doesn't hold any value in family; because when it comes to marital relationship, it is women's responsibility to be more cautious about her family, relationships and children than her counterpart. Because, the society in which they live has formatted their brains to the customized framework. So, when it is spoken about freedom, equality and rights, women are with an opinion that it is the family and children that would take the apex priority than her own self. Therefore, everyone in the society has to be sensitized about the prevailing status of the truth of inequality between man and woman. Despite, woman has already reached her ultimate heights in proving herself to the world, somewhere or the other, it is understood that she still needs the company of a man, and society, too, always looks at her as someone else's wife, sister and mother. Here, therefore, the question is does she have an identity, or has she have to become popular to get identified by the rest of the world as a citizen on par with a man?

**Keywords:** Patriarchal Dominance, Marriage, Suppression, Verbal Abuse, Physical Abuse, and Mental Abuse.

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## **MARITAL RAPE: NEED TO DECLARE AN OFFENCE AGAINST SOCIETY**

**DR. BHAVANA SHARMA**

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**Abstract:** “Women continue to suffer from womb to tomb”

**-- Justice V. R. Krishna Iyer**

According to The Protection of Human Rights Act, 1993, “human rights” means the rights relating to life, liberty, equality and dignity of the individual guaranteed by the Constitution or embodied in the International Covenants and enforceable by courts in India.

Article 21 of Indian Constitution gives us right to live with human dignity. Marital rape is in total violation of that very human dignity bestowed upon by Article 21. Numerous women suffer various act of humiliation, assault, torture and sexual act without consent which would be rape if done with any other woman but she suffers the same act which depletes her self-worth. No legal remedies are available to her. She is denied justice just by the virtue of marital relationship, which is clear denial of her right to live with human dignity.

Marital rape is not a husband’s privilege, but rather a violent act and an injustice that must be criminalized. Rape is a monstrous burial of the dignity of any woman, whether married or not. It is a crime against basic human rights and a violation of the victim’s most cherished of fundamental rights, namely, the right to life enshrined in article 21 of the Constitution.

This research paper will analyze the need to declare marital rape as a crime in India.

**Keywords:** Indian Penal Code, Marital Rape, Dignity, Constitutional Right, Human Rights.

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## **ANALYSING TRANSLATION AND OVERCOMING OBSTACLES-A STUDY THROUGH TRANSLATING TWO MALAYALAM SHORT STORIES TO ENGLISH**

**ANAGHA S**

**Abstract:** Literature has played a very vital role in guiding the mankind through the tough times. Texts written in all language perpetuates universal values that has to be widely disseminated. It is here that the relevance of translation comes up. It bridges the gap between cultures and reduce the dividing effect. The task of translation is to ensure cross-language communication in the text created in the language of Recipient. Indian literature is a platform where a lot of narratives comes up that are worth being discussed across the nation irrespective of the linguistic borders. It is necessary to make the walls of reading permeable to all texts without the obstacle of language comprehension. Regional literature in India is highly diversified. One's inability to understand a language should not hinder their access to a wonderful piece of literature.

This paper is governed primarily by the understanding that translation is a very important tool in imparting universal reading experience. The chosen primary text for translation are two stories by 'Santhosh Echikkanam', a renowned Malayalam writer - 'Biriyan' and 'Panthibhojanam'. These stories depicts class and caste differences respectively. While imploring the difficulties of translation in general, focus will be given up on the complications in translating regional words that are inseparable from the cultural capital of a person. When meaning becomes relational, how is the purpose of translation achieved as far as a person who is completely alien to a different culture is the major question that will be answered across the research. The paper, with the aid of contemporary translational theories tries to decode the reason as in why there is gap between the original work and the translated work and why they are always compared. This attempt of translation and observing the experiences of the same will help locate how far has translation as a process has fared to instil a culturally enhanced reading experience to the readers. The paper establishes a concrete relation between language, thought and culture in alienated circumstances of the reader.

**Keywords:** Translation, Language, Thought, Culture, Malayalam.

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## WOMEN, PRIDE AND SEXUAL ASSAULT

YESODA BHARGAVA

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**Abstract:** In India a large number of cases of violence against women get reported every year. Incidences of violence against women can take several different forms such as physical abuse, mental abuse, sexual abuse, emotional abuse and financial suppression. Of these, the most common form of oppression and domination observed is rape and sexual assault. Every person has a boundary of dignity, violation of which amounts to neglect of a person's self-respect and disregard for his/her individuality. In our society we have found this boundary violated more in case of women than among men. Why such cases occur and why they continue to be under-reported is something which is critical to understand and discuss. In this article I wish to talk about the treatment meted out to women after cases have been reported and brought to public/community/family light.

In case of authentic assault cases which cause trauma to the woman it becomes a double trauma, when our society looks at her and opines that "She has lost her sacredness". I challenge this deep rooted notion in the minds of our mothers, our fathers, and elders in the society. It is disheartening that sometimes this attitude is seen in younger people. The belief system and ideology that it is the woman who lost her respect and dignity and not the convicted seems preposterous to me. We never hear phrases like, "This man is no longer virtuous" after he commits a crime as reprehensible as sexual assault. Shouldn't the convicted and those complicit in the act be regarded as the ones who have lost something – respect, dignity and perhaps, their conscience? I do not intend to create divides or incite a blame game but I just want to challenge the persistent notion regarding how a victim of sexual assault is perceived.

Perhaps it is our conditioning and culture combined with inability to feel the afflicted trauma which manifests as a lack of empathy and understanding towards women who have been subjected to such violation. Most of our mothers have brought us up admonishing about proper conduct lest we lose our dignity. Questions like, "Who will marry you now?", "Who will marry your younger sister?", "Who will give you job" often plague the minds of Indian families with daughters and sisters. Sexual assaults are dreaded and condemned in families, yet such assaults continue to occur in our societies and dominate the news headlines. Women who are victims of sexual assault are often perceived to have lost their pride and dignity. Do such beliefs and perceptions have any place in a civilized society? There are questions we need to ask ourselves. Who should be the ones to be punished? Who ought to be the one whose emotions need to be repaired and faith in humanity restored? Isn't it quite strange that the person who needs to be empathized with and cared for is treated as a sinner for no sin done by her?

How it is that one woman gets raped and the entire society walks away with impunity thanking their stars that it's not their family? And why is her dignity at stake and not that of the accused? Shouldn't we teach our boys how to behave with girls so that when they become men they know how to behave with women? We teach and caution our girls but how often do we counsel our boys? In this age of multimedia, low-price high-speed internet and ubiquitous smart phones is it not absolutely essential that the sensitive aspects of growing up be imparted to young minds so that they are not misguided? That the definitions of what amounts to disgraceful actions be taught loud and clear so that both men and women can act responsibly and respectfully as they grow together in a community.

Nothing has puzzled me more than the notion of women losing their dignity because of the crime committed by someone else. Nothing has shamed me more than this centuries old belief system and conditioning which still finds place in our aspiring and ambitious country. Nothing has horrified me more than seeing what such beliefs have done to our women, our sisters, our daughters, our mothers and our beloveds. It is tantamount to a collective defeat and a democratic failure.

It might appear rather redundant to talk about these things in a country where justice has been delayed and denied in most cases like these but that should not keep us from raising a voice and raising it often. A collective transformation in thought takes time and is a very slow process but do we even realize that the need for our beliefs to be altered in this scenario is long due, among others?

Thank you.

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## **KINGMAKERS: THE GREAT WOMEN BEHIND MUGHAL EMPIRE- A STUDY**

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**Abstract:** The Mughal empire witnessed the achievements of kings , but not for the women. Besides, some of few women were celebrated for their intelligence to actively participated in contemporary politics. Indeed, they might be family members of the emperor and they are called the Great women or the royal women. However, all women have not got an equal position, but some of the few attained enormous power like an empress. Also they gave moral support to the kings to establish the kingdom as superpower. The present study is an attempt to reveal the women contribution to Mughal politics directly or indirectly. Moreover, it reflects how each ruler might depend on some of the women on his own.

**Keywords:** Great Women, Influence, Male-Centric, Politics.

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## V. INDIRA BHAVANI'S AVATARS: A CRITIQUE OF MALE WORLD

DR. MADHVI LATA

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**Abstract:** Indira Bhavani's '*Avatars*' discusses ten incarnations of male perceived and understood by the poet in the present context. It presents dichotomy of ten avatars of classical mythology that manifest ten aspects of God on ten different occasions as the saviour and ultimate benefactor whereas in modern man these incarnations manifest in the form of social and natural vice. What is striking about the poem is these incarnations are reflected in ten distinct form. These come up and are realized on different occasions but they occur simultaneously also at a time. It has now become easier for a man to have these vices and manifest them with simultaneity. The poet sees different traits of a man in the form of ten incarnation of Lord Vishnu but incarnation in contemporary modernist society is without any codes of moral and ethical behaviour. Its purports and objectives are: mythological and realistic; the classical and modern; celestial and human; heavenly and earthly and God and man. The poet is talking about the second aspect: Realistic, modernity, earthly and human. When first things transform into second a lot happen. It changes into spiritual to mundane, good to evil, heavenly to earthly etc. The poem engages only male world, be it the incarnations of Vishnu or modern man. It revolves around men centric world where there is no space for women. In the poem, poet has used sarcastic tone to critique men and their multiple forms of evil nature in contemporary context.

**Keywords:** V. Indira Bhavani, Avatars, Mythical Allusions, Modern Man.

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## **PSYCHOLOGICAL AND CONTEMPORARY CHALLENGES FACED BY STUDENTS IN BUILDING UP THEIR CAREER: “THE BELL JAR” BY SILVIA PLATH**

**SHRUTI PANDEY**

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**Abstract:** Choosing the right career path is becoming difficult day by day for the students today. While choosing the right future path, they consider different aspects of their lives which rather put them into grave confusion. A student in India is not only brings his own dream to life but their parents as well and these types of forced expectations are one of the factors leading them into depression. A student today has to keep his economical, personal, mental, parental and social state in mind while opting for a particular job field. They once in a while commit this error of picking a specific stream of training dependent on what are the overarching conditions in the market economy.

The target of this paper is to specify the different components affecting the vocational growth of an individual in contemporary world in context to Silvia Plath’s “The Bell Jar”. Also being a female students adds many other elements contributing in enhancing their dual sufferings. When you are a female student in India then it is not about choosing a career, rather fighting to let people make you your career.

**Keywords:** Identity Crisis, Feminism, Career Building Techniques, Peer Pressure, Psychological Challenges, Parental Expectations, Depression, Societal Pressure and Hopelessness.

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## **A STUDY ON LEVEL OF GENDER EQUALITY AWARENESS AMONG HIGHER SECONDARY STUDENTS IN KASARAGOD**

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**Abstract:** The objective of the study was to find out the level of gender equality awareness among higher secondary students in Kasaragod. The study was an exploratory and descriptive design. Purposive random sampling technique was selected. Qualitative analysis was done. From the study it was found out that (a) maximum students i.e., 90% were at the higher level of awareness only in the basic concept about gender (b) under the criteria- causes for gender inequality maximum students were at the moderate level of awareness (c) maximum students under the criteria- programmes for gender equality in India were at the lower level of awareness (d) all the students i.e., 100% were at the lower level of awareness under the criteria- programmes for gender equality at international level (e) under the criteria- constitutional rights for women in India, maximum students i.e., above 90% were at the lower level of awareness and No students were at the higher level of awareness (f) under the criteria- women empowerment maximum students i.e., above 86% were at the lower level and no students were there at the higher level of awareness. It can be concluded that maximum higher secondary students in Kasaragod are having very lower level of gender equality awareness. It is suggested that Teachers, Parents and all the stake holders should make a conscious effort to create gender equality awareness among the higher secondary students. So that no individual should be deprived of their rights.

**Keywords:** Level of Gender Equality Awareness (LGEA), Higher Secondary Students (HSS).

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**REVISITING THE DALIT DEFENSE MECHANISM:  
A CRITIQUE ON MEENA KANDASAMY'S "WE WILL REBUILD WORLDS"  
AND "THIS POEM WILL PROVOKE YOU"**

**DR. MADHUSHRI KALLIMANI**

**Abstract:** Defense mechanism is a psychological strategy used unconsciously by people to cope with harmful or stressful situations. Defense mechanism when applied to dalits, ostracized and the outcastes, it becomes the only solace and weapon for the wounded and the shattered to survive. Every person experiences insecurities and traumas according to the different situations of life. Dalit is a historical, political, social and cultural construct. Dalit is also a trap of politics played by the so called elite, upper, rich and the hypocritic. Dalit represents and symbolizes the victimized, suppressed and the rebellious who strike back like phoenix. Dalit showcases the pains, poverty, helplessness, powerlessness, despair, hopelessness etc. The periphery is a platform where the Dalits, women and the downtrodden rule.

The struggles for survival and the journey to the center from margin have been consistently observed in Dalit literature. But, the accomplishment of the center has still remained aloof. Nevertheless, the striving struggle continues with hopes to attain the deserving center. Dalit writers like ArunKamble, Urmila Pawar, Laxman Gaikwad, SharanakumarLimbleetc, have come to the forefront and have paved the way for younger writers to establish themselves and occupy the center. Dalit literature is known through autobiographies and movements. It has been witnessing a progressive change because of the women writers. One of those is MeenaKandasamy, a dalit poet, feminist and a social activist. Meena has written a few collections of poetry which stand unusual and bold. Her poems are the voices of dalit and women against the non-dalit patriarchal society. Meena, through her poems deconstructs caste and gender and reveals the hypocrisy of center. Her poetry is feministic and frank where one can notice the pains and struggles of a dalit woman.

The poems "We will Rebuild Worlds" and "This Poem will Provoke You" by MeenaKandasamy are the epitome representing the history of dalits, how they will rebuild it and the politics of caste and gender. In the poem "We will Rebuild Worlds", the poet expresses the deep desire of rebuilding the shattered world of dalits. In the beginning the poem she discusses the history and past of the dalits, and how they were outcasted and rejected. The poem clearly portrays the pains of being a dalit. But in the second half, the poet grows hopeful and rebellious to come out of the grip of caste. She is avengeful and furious in her expression which showcases her wrath, frustration and hopelessness. "This Poem will Provoke You" is an unusual poem in which the poet deconstructs the religion and patriarchy. The poem is expressed in bold and frank form where she openly and fearlessly condemns the politics behind the construction of religion and patriarchy. She discusses several aspects like Hinduism, sex, gender, mythology and the vices of society and exposes the politics through this poem.

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## EXISTENTIALISM AND FEMINISM: A STRUGGLE OF WOMAN CHARACTERS IN RUTH PRAWER JHABVALA'S 'A NEW DOMINION'

DR. HEMLATA SINGH

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**Abstract:** Ruth Prawer Jhabvala has achieved world-wide recognition as one of India's leading writers of fiction. However, her position is unique because of her cultural segregation. This research paper explores her feminist concerns, expressed in this novel. This novel is a sour bid and depression tale about European women tired of materialism; they come to India on a spiritual quest and end up in self-delusion. With her western sensibility and close observation she vehemently attacks bad and savage social practices of India. Moreover, she exposes moral degradation and hypocrisy among Indians of the new dominion through the heart teasing experiences of westerners' here. The contemptuous attitude of Indians towards western women at nothing more than treating them as free indulging sexual cranks. She displays a deep understanding of her women characters, especially the European ones living in India. To the Westerners India is an abode of Spiritual guides; they come here having faith in India's conservative sects, beliefs, traditions and endeavor to merge with Hinduism for spiritual enlightenment. The theme of this novel does not present the East-West encounter but rather East-West harmony or ultimate compromise. The portrayal of interaction between two cultures, European and Indian, seems to be her forte. The major themes in Jhabvala's fiction are east-west encounter which are mutually interlinked in their negative and positive context.

**Keywords:** Cultural Segregation, Degradation, Hypocrisy, Vehemently.

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## **SOCIO-PSYCHOLOGICAL ASPECTS OF WOMEN**

**JEMIBAR LOURDU MARAY.A, PRIYADHARSINI. D**

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**Abstract:** Does a woman have the liberty to define herself??? How many women have fought against their own psychological barriers to march forward?? On a global perspective, we can find many women stepping ahead and excelling in almost all fields. We could find a political woman leader, an astronaut, etc. among other professional and high-profile occupations. But on other side at our own home we could find a woman still fighting for her emancipation not just from the surroundings but from her own self. When individuals experience different psychological stressors, it is not uncommon for their lives to unravel and this is especially true for women. We carried out this research to assess the impact on women when society limits women's freedom of thought. When we magnify the geography of women from the latitude point of self-actualized and longitude point of non-self-actualized women, we found a common radiant equator: social factors influence women's psychological capacity for self-actualization. The aim of this research is to analyze this important - socio psychological aspects of women for achieving self-actualization by pondering into three vital dimensions –education, employment and unemployment, health and nutrition. The results of our research reveal the necessity of understanding self-actualization and self-initiative by women as a means of determining their individuality along with the support of society which includes the individual woman, family, government in overcoming the existing limiting factors which in-turn will create a strong impact over the nation at wider range.

**Keywords:** Education, Employment, Psychology, Society, Women.

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**# ME TOO; @MEN TOO AND # THE PRIDE PARADES OF THE LGBTQ+:  
EXAMINING THE MEDIA REPORTS ABOUT THE SOCIO-LEGAL IMPLICATIONS  
OF THESE GENDER MOVEMENTS IN INDIA**

**DR. RADHA MADHAV BHARADWAJ**

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**Abstract:** Of the multiple layers of gender relations and issues related to feminism in contemporary times, at least three have surfaced as most glaring and have taken the form of movements in the Social circles and the Media. These are the *#Me Too*, *#Men Too* and the *# Gay Pride Parades of the LGBTQ* communities in the world in general and India in particular. While the first and the last are directly an off shoot of the movements raging in the world, the middle one is peculiarly an Indian movement, although not unheard of in other societies, and may perhaps travel to other societies in the world and take the form of a movement there as well. Herodotus in his '*Histories*' (Enquiry) and '*Periodas*' has said that the task of a historian is to enquire about or investigate into the causes of the recent past or near-contemporary events for the posterity and Thucydides in his '*History of the Peloponnesian war*' replaced the word 'recent' or 'near-contemporary' with 'contemporary'. In that sense these gender-related movements are contemporary events and products of the complex gender relations and have been thoroughly covered by all forms of Media- Print, audio-visual and the social media. The *#Me Too* movement started in the US in about 2006 and gained momentum a decade later on the social media when many actresses aired their grievances about sexual advances, predatoriness, molestation and rape in their lives about a famous Bollywood director Harvey Weinstein which gathered momentum and hundreds of women came forward to claim '*# Me Too*'. This travelled to India where a former Bollywood Actress Tanushree Dutta made allegations of sexual harassment against a famous Bollywood actor Nana Patekar and since then hundreds of women have come forward to claim '*# Me Too*'. A Journalist made such allegations against a minister and former Journalist M. J. Akbar who was a Minister of Foreign Affairs and who had to resign his position. This has become a strong social movement in India since 2017. A new movement called the *# Men Too* has surfaced of late in India when a woman, who was in a relationship with an actor called Karan Oberoi, filed a case of rape and extortion (FIR) against him and got him arrested on 6<sup>th</sup> May 2018. His friends under the banner of the Music band *A Band of Boys* went live on social media and Facebook to defend him saying that he has been falsely implicated and the laws are heavily loaded in favour of women. Men are falsely implicated, harassed, lose their dignity and many a time they commit suicide hence there is an urgent need of a *# Men Too* movement and a Men's Commission to redress the grievances of the men.

*# Gay Pride parades* have been another social movement by the lesbian, gay, bisexual, transgender and queer people who are different about their sexual preferences and may be categorized as third gender, have countless problems of their own and have been facing a number of problems like unacceptability by the family and society, violence, unemployment and arrest but the honorable supreme court of India in its landmark verdict dated 6<sup>th</sup> September 2018 defanged the 158 year long torturous law of IPC 377 and legalized gay and lesbian sex and relationships amongst the consenting adults.

These are some of the contemporary movements of socio-legal significance in the field of gender, feminism and neuter gender and needs a thorough investigation as their socio-legal implications are very far reaching and significant and they have the power to greatly impact the society and the law in coming days and years. This is a humble attempt at understanding these layered issues facing the society. Let us see their eruption and development in India and their intentions and the possible ramifications.

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## **FOLKLORE AS APPARATUS IN GENDER POLITICS: A STUDY OF GADDI MYTHS**

**NEERAJ SHARMA**

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**Abstract:** In this paper I would explore the Gaddi folklore. The Gaddis are devout worshippers of Siva but are equally fervent followers of the indigenous goddess Bharmani and other local deities. Interestingly enough they consider themselves to be extensions of Siva and Siva is the most important God. At the same time these mountain dwellers desperately seek the grace of Bharmani for progeny and fertility and the most precious gift of water. This paper will go further into the local narratives and try to envision the paradigm shift that probably dismantled an erstwhile goddess worshipping mountain community and brought it under the Hindu aegis.

**Keywords:** Bharmani, Chaurasi, Folklore, Gaddi, Gender.

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## VOICES FROM PERIPHERY: NEGOTIATING THE MARGINS

PROF. VIJAY FAKIRA NAGANNAWAR

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**Abstract:** The term Dalit literature first appeared in Dalit literary conference in 1958, which was organized by Maharashtra Dalit Sahitya Sangh. In that seminar a resolution was passed mentioning that writing of Dalits and non-Dalits concerning the Dalits is called as Dalit literature. From that day onwards, the Dalit voices from the periphery have become loud enough to reach the centre. The writers across India scandalized the world of Dalit literature and the so called main stream literature. Dalit literature is seen as a literature of transformation and nothing but Dalit consciousness asserting for the liberation from the draconian clutches of casteism by self-revealing and self-developing. It is also a powerful voice against casteism. Dalit literature today has blossomed in all genres like poetry, drama, stories, novels and autobiographies. My paper for this seminar focuses on the autobiographies of Dalit writers from Maharashtra and Karnataka, who have become voice of the voiceless through their works. The writers chosen for my paper are Arvind Malagatti and Sidlingaiah from Karnataka and Baby Kamble and Laxman Gaikwad from Maharashtra.

All these writers portray Dalits who are socially, economically and politically disabled for centuries. Dalits were forced to believe that they are destined to do inferior activities. Dalits were never allowed to participate in Hindu social life, but were always insulted and treated worst then animals. The works of above mentioned authors speak of caste system which is deeply entrenched in Hindu culture. Each of the authors shows how deep the discrimination is in the psychology of upper castes. The wretched condition of Dalits has made them to believe that the Dalit is a symbol of change and revolution. The Dalits have seriously started rejecting the existence of God and are articulating of being human. Dalits were denied of education for centuries they had remained voiceless. After Babasaheb Ambedkar, Dalits have become assertive and are fighting for their rights, especially in educating their next generations. This education has helped Dalits to put up real experiences of their traumatic life which also is a social document of entire Dalit community. The autobiographies of all these writers do not just throw light on their individual life but the collective experiences of the whole community. By sharing their experiences on the larger literary canvas they pave the way in creating a Dalit consciousness and inspire to fight for their rights and achieve similar or larger goals in life. In all their autobiographies we see lot of anguish and retaliation for the wrong done for centuries by monopolizing cultural expressions by the upper castes.

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## **A STUDY OF ECO CRITICISM IN LITERATURE - A HUMANISTIC APPROACH**

**DR. G. KIRAN KUMAR REDDY, P. KOUSAR BASHA**

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**Abstract:** This paper discusses the term Eco and the role of literature. It cites examples of how the theme of Ecology can be interpreted through the literature. It is evidence in the works of poets and other writers down the ages of all cultures of world. Today the intimate relationship between the eco criticism and human is being emphasized in all branches of knowledge development. Culture and environment setting is a true depiction of relationship between man and nature. Nature imageries have been used by many writers to express the desires, emotions of their characters. It is concerned with the relationship between literature and eco criticism or how man's relationships with his physical environment reflect with nature.

**Keywords:** Nature, Eco Criticism, Physical Environment.

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## **A CRITICAL STUDY OF WESTERN POLITICAL THOUGHT AND SHRIDHAR'S AUTOBIOGRAPHY**

**K ARAVIND MITRA**

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**Abstract:** This paper explores the notions of Sovereignty, the sovereign and state in the three volumes of Shridhar Murthy's aka Agni Shridhar's autobiography. Western thoughts till recently, opine that the state has no sovereign power and the latter is a feature of the ancient territories. The paper proves otherwise arguing that the sovereign forces and power do coexist in the modern state. Drawing upon Michel Foucault, Roberto Esposito and Giorgio Agamben, the paper is an attempt to understand the political natures of the modern state and how the sovereign figures alter the ideas of the laws.

**Keywords:** Sovereignty, Sovereign, State and Laws.

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## LOSS OF IDENTITY AS REPRESENTED IN PURPLE HIBISCUS

SHELONITTA.P

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**Abstract:** The study speaks about the potential disabilities which lies in human minds regarding the identity and the image it holds on a societal platform. Cultural differences and implication of certain norms lie as the base for the whole conflict. It demonstrates the hardships faced by a bloodline to an obstinate head of a family, who aims to follow the westernized form of practice in his own family. It also details the fragmented images manifested by a mere man who deliberately falls as a prey for cultural shock. His disability to form the right image encircles the whole paper in detail.

**Keywords:** Catholicism, Colonialism, Cultural Shock, Westernization.

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## SEARCH FOR IDENTITY AND HOMOSEXUALITY

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**Abstract:** This research paper aims to analyze the self-long-suppressed segments of society which is now gaining recognition worldwide, but still facing problems when it comes to social acceptance. LGBT community these days are now receiving proper media coverage and various literature books trying to prove that homosexuality is not imported from West but it existed in India. Section 377 of the Indian Penal Code, has decriminalized homosexuality, and made it possible for Indian citizens to be his or her own self, according to their identity of themselves vis-a-vis gender.

**Keywords:** Space, Gender, Social Acceptance and Homosexuality.

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## A CLEFT IN THE FEMININE MODESTY

DR. M.K. GAYATHRI DEVI

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**Abstract:** Feminism is a study that aims to protect women's status in all respect. The delinquency on the second sex was a smart game that was simulated by the privileged sex. This universal cry is an age-old tradition that is evident even in great epic and legendary stories. The tragic play Oedipus Rex, by Sophocles depict the pivotal functions of Jocasta. Her role in the play interpret the different ways in which patriarchy is constituted and reinvented in the societal ambience. The compulsion on so called strong and weak sex to engineer within the purview of gender roles will create a negative repercussion on their lives. Such mirage perceptions of society lead to genderstereotypes. The instrumentation of the figures of speech like irony, metaphor and other literary devices serve the intention of the writer. The cogitation of the paper is to bring out aforesaid views.

**Keywords:** Masculinity, Patriarchy, Stereotypes, Subjugated.

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## NEGOTIATING THE TERRAINS OF ETHNICITY AND PLURALITY IN THEYYAM

DR. MALLIKA A NAIR

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**Abstract:** Race and ethnicity are concepts that can be traced to the most ancient strands of human civilizations on Earth. While ethnicity embraces the commonality of a community, pluralism encourages it to expand in diversity. Thus these concepts exist as binaries, in the larger annals of cultural discourses. It is at the same time centrifugal as well as centripetal. Like a flower that opens and closes itself to nature, in its efforts to culminate with its evolution; these concepts must come to a consensus so as to ensure the continuum of a race.

The ritualistic art form of Theyyam forms the cultural matrix of North Malabar and is often performed in temple premises and ancient homesteads. The performers of this folk art form belong to the lower castes and tribes of the hilly regions of Kasargode, Kannur and Waynad. So now the question remains- why and how can the art form expostulate itself in terms of ethnicity and plurality?

The present paper would discuss theyyam as an art form that takes upon itself the responsibility of cultural specific references thereby transcending the “me” to the “we”. The intermittent terrain seems like a ‘no-man’s land’ where the possibilities of an erasure still persists. Yet a reading of this ritualistic tradition might in many ways foreground the process of identifying the ‘self’ through the process of cultural assimilation.

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## **DELINEATION OF GENDER BIAS AND THE 'QUEST FOR FEMALE IDENTITY' IN THE NOVELS OF SHASHI DESHPANDE**

**M. S. BHAGYASHREE**

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**Abstract:** Shashi Deshpande is an eminent and award winning novelist of India, with a deep insight into the psyche of middle magnificence Indian women. Deshpande writes about the condition of women in the male dominated society and their failures within the rapid life changing socio-economic culture of India. Her portrayal of women's world is proper, pragmatic and realistic as she affords the middle class women in her novels and writes about the women- silent, sobbing girls, mothers, grandmothers, aunts, sisters, grand-aunts, daughters etc. Life is full of struggling, full of choices, full of compromises and an adjustment. Even a silent and self- suffering, becomes a survival method. Deshpande's novels dealwith, considering the dawn of culture, has been a struggle to unconstrained women from male oppression. The time before the movement of speaking or writing,

This paper deals with Shashi Deshpande's women protagonists and their struggle to present their identity in male dominant society. Women's efforts to looking for their independence and self-identity, which lead to start the revolution. The feminists and suffragists had been condemned through the patriarchal society for adulterating the minds of women with the concept of liberation from their suppressed and inspiring them to eschew the blind subordination to the mounted conventional dogmas. The objective of this paper is to discover if Shashi Deshpande's women characters are really empowered women or if they are just wearing a mask of tranquilityand to find out if Shashi Deshpande's women truly assert themselves or somewhere in their assertion process agree to endurance. The paper also throws light on the different aspects of suffering, the woman undergoes. She has portrayed the women characters in her novels as modern Indian women's look for their identity and self, "the self and society and the relationship" which can be significant to women.

More than a dozen fictional works to her credit she has successfully captured the true emotions of Indian women. She writes about the conflicts and quandary of the Indian center-magnificence ladies. The true spirit of feminism is to have a look at women and men as human beings. There should not be a gender bias or prejudice in familial and social and cultural life. Setting up justice and gender fairness is the key aspects of feminist movement. The mechanical and artificial love is significant in which gender discrimination exists in the family environment and society. Violence isn't the answer to the problems, to bring a change; one has to wait and has to be positive and optimistic. The feminist movement advocates the identical rights and equal opportunities for women. Most of Deshpande's protagonists are women who are educated and exposed to western ideas, even though, are caught among the tradition and modernity.

**Keywords:** Women,Society,Tradition, Male Oppression, Women's Suffering, Silence, Frustration, Women Identity Empower.

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## REFLECTIONS ON GENDER SENSITIZATION IN LEGAL PERSPECTIVE.

N. AMARESWARI. R.S.

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### Abstract

Law is a Bottomless Pit, it is a cormorant, A Harpy that Devours Everything

-St Chrysostom

A law in its Majestic Egalitarianism forbids the rich as well as the poor to sleep under the bridges, to beg in the streets and to steel bread. Egalitarianism is a political doctrine that holds that all people should be treated as equals from Birth to Death. Egalitarianism is A Belief in human equality esp. with respect to social, political and economic rights and privileges and advocates the removal of inequality among people and of discrimination on the grounds of religion, race, GENDER or SEXUAL etc. The Democratic Doctrines that ALL PEOPLE ARE EQUAL AND DESERVE EQUAL RIGHTS AND OPPORTUNITIES is confronted with different religion, race, caste, SEX, place of birth and some other corrupted acts like Blunder violation of Basic Principles of Natural Justice,(is a great humanizing principle intended to invent law with fairness, to secure justice and to prevent miscarriage of justice ) poverty, unemployment and the like, from which the women victim is subjected to First Form of Victimization at the Homes and Secondary form of victimization before the courts of law from the conjugal homes.

Keywords : Gender, Democratic Doctrines, Equal Rights

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*Current Scenario of  
Digital Marketing, E commerce,  
Management & Social Sciences*



## THE MAIN PROBLEMS OF LIFE AND THEIR SOLUTION

AMIT DESHMUKH

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**Abstract:** According to the Bhagvadgita (13.9), birth, old age, disease and death are the main problems of life which cause suffering to all the living beings in this material world. These four problems are called as the main problems of life because they are common for all the people in this physical dimension. There are three types of diseases or miseries. Miseries caused by one's own material body and mind, miseries caused by other living entities and miseries caused by natural disasters. Poverty, unemployment and marital issues are the examples of the relative problems of life as they may not be common for all. The nature of this material world is described in the Bhagvadgita (8.15), as a place of miseries and mixed material happiness. After taking birth, a person has to suffer the problems of disease, old age and death irrespective of his or her financial status, caste, creed or nationality. The scientific proof, logical evidence and the scriptural references on the concept of rebirth is already provided to us by the great saints and scientists. The goal of the human life should be to stop rebirth and attain liberation from the repeated cycle of birth and death. The existence of the spiritual world or the metaphysical dimension which is free from the all kinds of suffering is mentioned in the Bhagvadgita (15.6). An intelligent person tries to permanently shift to the spiritual world which consists of an eternal life, full of knowledge and bliss. According to the Bhagvadgita (8.16), it is said that from the highest planet in the material universe down to the lowest, all are the places of misery wherein repeated birth and death takes place, but one who attains the Krishna's spiritual planet never has to take birth in this material existence. According to the Shri Chaitanya charitamrita, adilila (7.74), the one and the only way to make spiritual progress in this darkest age of Kaliyuga and to attain the liberation from the material bondage is to chant and attentively try to hear those holy names of Lord Krishna which are revealed in the authoritative scriptures.

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## **DIGITAL MARKETING AND ITS IMPACT ON CONSUMERS: AN OVER VIEW**

**DR. SANGAPPA V. MAMANSHETTY**

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**Abstract:** The use of digital marketing channels for building customer relationships and long-term loyalty has recently gained attention. In this report, it shows how brand communication, query management service, and interactivity can help marketers boost customer relationships. Besides, this report talks about the total impact of digital marketing on the customer engagement on digital media. This study shows that how customers gained power in their relationships with brands. It Digital marketing is the avenue of electronic communication which is used by the marketers to endorse the goods and the services towards the marketplace. The supreme purpose of the digital marketing is concerned with consumers and allows the customers to intermingle with the product by virtue of digital media. This editorial concentrates on the magnitude of digital promotion for both customers and marketers. We scrutinize the result of digital marketing on the base of firm's sales. 100 respondent's opinion is collected to get the clear picture about the present study.

**Keywords:** Digital Marketing, Promotion, Consistent, Interact.

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## SKINCARE IN THE WORLD OF SOCIAL MEDIA THROUGH

ISABEL AMADEO, JOYCE BUCCAT,  
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**Abstract:** Beauty Vloggers on YouTube tend to be one of the most influential online personalities that were being praised and looked up by millions of viewers. These types of creators are termed in literature as “social media influencers” or SMI who opened a new platform for products to connect with consumers more directly and more organically. As a result, this study aimed to know the different ways how skincare are depicted by vloggers and the implications brought by the social media on the purchasing behavior of netizens. The research design that was utilized in the study is Phenomenological specifically descriptive and it is qualitative in nature. Beauty Vloggers from youtube and their viewers from the comment section were the participants, the instrument that was utilized are Document and Video analysis, purposive sampling were used in selecting the participants and the data gathered was analyzed through thematization where the evaluation of the participants were categorized into relevant themes. In conclusion, the way vloggers depict the skincare while they vlog is through the use of trends, reviews and them as a person that the viewers looks up to. While the researchers found three implications of skincare related vlogs on the purchasing decision of a consumer. First, social media gives the viewers similar interests with other viewers. Second, viewers gives out their opinions as well to the product they have purchased because of the video. And last, social media became the platform of spreading awareness and reminding people to take care of their skin.

**Keywords:** Vlog, Beauty Vlogger, Influencer, Skincare, Purchasing Decision.

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**STUDY ON DOMESTIC TOURIST SATISFACTION  
WITH MULTIPLE DESTINATION ATTRIBUTES  
STRATEGIC STUDY WITH REFERENCE TO TOURIST DESTINATIONS IN KERALA**

**DR. HARI SUNDAR.G, SANDHYA S**

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**Abstract:** As the growth and sustainability of a destination mainly depends on the satisfaction of tourist, all efforts are directed towards the tourist in order to meet the expectation of tourist visiting a destination. The satisfied tourist helps to spread the positive images of the destination to others (Kozak & Rimmington, 2000), and thus it helps in the survival, development and success of tourism industry. Understanding the importance of measuring tourist satisfaction, the present study tries to measure the domestic tourist satisfaction on different destination attributes of Kerala. The satisfaction of tourist visiting at a destination is a mix of satisfaction on different destination attributes including both tangible and intangible products (Qu & Li, 1997; Ryan, 1999). So in order to measure the satisfaction of tourists visiting in a destination, the experience on all the activities that tourist participates during their whole trip should be included (Augustyn & Ho, 1998). The present study has measured the tourist satisfaction under five major travel attributes, viz. "Attractions", "Accommodation", "Accessibility", "Amenities", "Attitude of the service providers".

**Keywords:** Satisfaction, Domestic Tourist, Kerala Tourism, Demographic Variables.

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## **ANALYZING LINK BETWEEN INTEGRITY CORPORATE VALUES AND FINANCIAL PERFORMANCE FOR PUBLICLY TRADED COMPANIES**

**MUSSIE TESSEMA, PARAG DHUMAL**

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**Abstract:** In the modern organizations, corporate values have been heavily emphasized. Organizations, whether they are private, public or NGOs have a set of values, whether or not they are written down. They use these values to guide their actions. Hence, values may be unstated, but they play an important role in determining how the organization confronts problems and issues.

Studies report that corporate values statements can influence the performance of companies. Others show that companies have authentic corporate values statements, they are more likely to get a number of benefits indirectly such as impacting employee recruitment and retention, motivating and reinforcing productive behaviors inside the company. However, little rigorous research determined the correlation between different categories of corporate value statements and financial performance. Researchers have argued that while many studies have examined the impact of codes of ethics and corporate social responsibility on the performance of companies; there is a lack of research on the impact of corporate values statements on financial performance of companies. Besides, prior studies have given a scant attention to the correlation between a sector of companies in which they operate and their financial performance. This study, therefore, intends to fill the research gap by examining the correlations of different value dimensions and financial performance.

This study uses values statements collected from 249 companies listed on the New York Stock Exchange. Four indicators of financial performance – 2-year stock price changes, 5-year stock price changes, the price to earnings ratio, and price to sales ratio – of the sample companies is collected.

Preliminary results show a positive correlation between corporate value statements and financial performance although the strength of the correlation is not strong. Data will be analyzed in depth and further results along with implications of these findings will be presented at the conference.

**Keywords:** Corporate Value Statements, Value Dimensions, Financial Performance, Correlation Analysis.

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## **DIGITALIZATION: BOON TO INSURANCE SECTOR IN INDIA**

**POOJA GUPTA**

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**Abstract:** Digital transformation is revolutionizing every Industry and insurance is not indifferent to it. From following an agent driven model, the insurance companies today are going through digital alteration in order to optimize the end-to-end customer experience. In terms of technology, there is a forward movement in the insurance sector, and customers are delighted that insurance companies are leaping onto the digital age. For insurers, digitalization aids in expanding their footprint and leveraging low-cost digital distribution channels for sales and service, which has eventually deepen their market penetration. The insurance industry requires digitalization in a very indispensable manner as it is required from where one has to make claims for the damage and loss that is caused by natural calamities to ever-changing consumer behavior in the insurance industry. The insurance industry is one of the most competitive industries and faces multiple challenges on daily basis. Without adapting digitalization it is very difficult to face these challenges smoothly. So, the insurance industry is presently standing at a transformative stage, and now from the public buying insurance to making a claim, all methods have improved. The present paper is focused upon studying the transformation of insurance industry from manual to a digitalized industry along with the benefits of digitalization to both customer and insurance companies.

**Keywords:** Digitalization, Insurance Sector, Impact, Technologies.

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## **A STUDY ON FACTORS INFLUENCING CONSUMERS FOR SELECTING OLA SERVICE**

**EKTA KUMARI, DR. VINEET TIWARI**

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**Abstract:** Customer satisfaction is key factor behind success of any organizational strategy. It is often used as an important component in marketing concept. Ola's business strategy revolves around customer and that is why it's important to study its journey and measure success from customer perspective. Hence this study is an attempt to study factors influencing consumers for selecting Ola service. This study revolves around personal transportation service that Ola provides and what other better alternatives customer can opt for.

To achieve the objective of the research, a survey was conducted through a structured questionnaire to understand the Ola's Journey from customer perspective and study factors influencing consumers. For this a theoretical model consisting of three independent variables- Convenience, Quality and Security is considered to measure their dependency on Ola service from customer perspective. The response of 140 respondents were analyzed out of which approx 59% were satisfied with their experience of using OLA service though approx 52% respondents found prices of OLA costly.

To find reliability of study value of cronbach alpha was calculated. Further descriptive analysis and correlation value was calculated to find the variable with greater impact and correlation among them respectively. Also linear and step wise regression model was used to remove the weakest correlated value. All these calculations are performed on SPSS. Hence results conclude that OLA provides quality of service.

**Keywords:** Customers, Survey, Working Model, Business Model, Influence, Convenience, Security, Quality.

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## **AN EMPIRICAL STUDY ON UTILISATION OF SOCIAL NETWORKING AS A MECHANISM TO ACHIEVE BRAND RESONANCE IN BANGALORE DISTRICT**

**DR. H.S ADITHYA**

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**Abstract:** Brand resonance is the psychological bond and engagement that a customer shares with a brand and the challenge of branding is to develop and augment this interface between brands and customers profitably through deployment of state of the art marketing programmes that can render delighted customers and infuse community-feeling centering the brand. Thus, greater numbers of marketers are using social networking sites like Face book, Twitter, MySpace, LinkedIn etc. to enhance brand visibility and resonance. The aim of this study is to find out the extent to which brand resonance is possible through social media marketing and the dark sides of it. For this an online survey of 300 users selected through convenience sampling was used over a period of one month. The findings are of indicative nature which may be a limitation to draw independent conclusion. However, the study emphasizes that social networking is a strong mechanism to resonate brands as it has manifold potentialities of spreading awareness, generating opinions, influencing consumer behaviour and diffusing viral content. The paper is managed in four sections; the first section being an introduction, the second part explains the methodology adopted, the third part bearing discussion on findings, and lastly the paper concludes with important managerial lessons for digitally marketing brands in line with resonance and high visibility. In a nutshell, the study presents an analysis of the role of social networking or social media marketing in creating brand resonance.

**Keywords:** Social Networking, Brand Resonance, Social Media, Marketing, Virality.

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## **TOURISM POTENTIAL AND CONSTRAINTS IN CUDDALORE DISTRICT- A STUDY**

**DR. A. RAJARAM**

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**Abstract:** Tamil Nadu tourism flourished rapidly and reach the top level both domestic and international level. It denotes variety of tourist destinations, but some places have not identified and neglected . On the path Cuddalore district one among them. Cuddalore district have an tourism potentiality in geographical, natural and cultural perspective. More over, Cuddalore district has possessed all types of tourism possibilities such as eco-tourism, Archeo tourism, heritage tourism, coastal tourism and spiritual tourism. But, the places were not tapped by the central government and state Government. Yesterday year it worked as a capital of the British in colonial era. Also the natural beauty mangrow forest, largest sand beach, several religious centres and certain archaeological sites available here. So the Government should take necessary steps to enhance tourism into global level. This study mainly focused to expose the tourism potentiality and identified the constrains on the same.

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## THE LIFE AND LIVELIHOOD OF THE MALAIYALI TRIBALS IN KALRAYAN HILLS - A STUDY

DR. K. GOVINDARAJ

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**Abstract:** Tamil Nadu has thirty six tribal communities which consisted of six were primitive tribes. Among them malayalis tribes also one of the astonishing community who lived in hill region of Kalrayan. The Malayalis come under the Twenty fifth number in the list of Scheduled Tribes. Perhaps, the majority of them are found in the hill areas of Salem, Attur, Namakkal, Rasipuram, North Arcot, Karur and Thuraiyur Taluks. They spread over Javathu hills, the Shervaroy, the Kalrayan, the Pachaimalai and the Kolli Hills. But this study focused on Kalrayan hills tribes especially malaiyalis. The term *Malayali* has been derived from the words *Malai* meaning *hill* and *al*-meaning person and is used to denote hill people. Etymologically the word is derived from *Malai* – *Hills* and *ali* – *inhabitants*. Kalvayan hills revealed the social life of malayali tribes and it reflects their day by day activities.

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## **A STUDY ON MAGNITUDE OF NON-PERFORMING ASSETS IN DIFFERENT SEGMENTS OF STATE BANK OF INDIA**

**DR. V. SIVAKUMAR, DR. K.DEVANADHEN**

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**Abstract:** The banking institutions are wholly depended on the management of Non-Performing Assets. The concept of asset quality management has come to occupy a place of prominence after the introduction of prudential norms on the recommendations of Narasimhan Committee in the year 1992-1993. The paper examines the magnitude of non-performing assets in different segments in SBI and parametrical relationship among the magnitude of NPAs in different segments in SBI. The study covers 142 officials working in NPAs cell of SBI across India. The questionnaire was mailed to all of them. However, only 91 filled up questionnaires were received from them. The response rate constitutes 68 per cent. There are 27 sources of NPAs identified for the causes of NPAs through literature review. The study found that the major sources of NPAs are agricultural lending, SSI lending, small and medium scale sector, personal loan and cash credit. The loan assets management of SBI has to focus on priority sector, institutional lending, consumer lending, trade lending, personal lending and developing lending.

**Keywords:** Asset Quality, Consumer Lending, Non-Performing Asset, Priority Sector Lending.

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## **A RELOOK ON THE MILITARY SYSTEM AND ECONOMIC SYSTEM AN INDISPENSIBLE ADMINISTRATIVE SETUP OF MADURAI NAYAKS**

**DR. S. SRIDHAR**

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**Abstract:** The feudal setup of Madura Nayaks had a martial basis. The Kingdom had a very few large provinces. Palayagars enjoyed independence within their territories. They were not only the guardians of the peace but also given complete to improve the economy powers of police and judicial administration in their locality. The palayagar would appointed several officials. This study focuses on administration military system and economic system of the Palayamsan indispensable limbs of Madurai Nayak administration.

**Key words:** Bastions, Subjugation, Turbulent, Artillery and Deceive.

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## **ONLINE REVIEW HELPFULNESS IN STRATEZISING AND PREDICTING SALES WITH SENTIMENT ANALYSIS**

**PAWAN KUMAR PANDEY, DR. SAURABH MISHRA**

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**Abstract:**Online review is the electronic word of mouth which helps the customer to get insights about a particular product and services which is provided by e-commerce platforms. Nowadays, it is observed that on online buying platform people first go through the online review and reading the review they decide whether to buy or not. But as the reviews are in the vast amount. They are unable to go through all, which is a hind side of it. Apart from that e-commerce websites are also continuously improving their machine learning tools and their Chabot's to provide better results to their customers. In between this, they also do the Sentiment Analysis to get to know about the psychological insights of the customer. So in this paper we have done our analyses by taking into consideration of different categories of products along with their sub-categories i.e. Mobile brands, washing machine brands, television brands, printers brands, track bags and furniture brands and analyze their data to predict that online review is helpful in predicting sales in different months of the year as well as it helps the buyer to strategize accordingly to do further analysis and select the month in which his/her product is going to perform better. Accordingly, it helps the buyer to get the most efficient products from the manufacturer through the E-Commerce platform. Apart from that in this paper sentiment analysis has been done to differentiate the keywords which help in the rating of the product helping the E-Commerce websites to know the mindset of the buyer towards the product which is provided by the buyer. At last the tools which are used in this analysis is helpful to strategize and plan to take an informed decision from both customers as well as from a supplier's point of view.

**Keywords:** E-Commerce, Online Reviews, Prediction, Read Mindset, Sentiment Analysis.

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## **SUSTAINABILITY OF WATER QUALITY AND FLUORIDE CONTAMINATION IN KODAKANDLA MANDAL OF WARANGAL DISTRICT, TELANGANA STATE, INDIA**

**RAVI ANDE**

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**Abstract:** Sustainability of ground water quality and fluoride contamination was carried out during rainy and post-rainy seasons of 2015-16 by collecting samples from different villages of Kodakandla mandal, Warangal district, Telangana state. The results revealed that, 18%, 10% and 8% of irrigation water samples had above normal level of pH, bicarbonates and magnesium contents during both seasons. Fluoride contamination is very much prevalent with 92% of irrigation water samples having fluoride above the permissible limit of 1 ppm. During rainy season, the fluoride content in water ranged from 0.79 to 4.20 ppm where as during rabi or post rainy season it varied from 1.0 to 4.31 ppm. Regula village of the mandal had recorded maximum fluoride content. Other quality parameters of irrigation water viz., EC, chlorides, carbonates, sulphates, calcium, sodium, potassium, RSC, SAR and micronutrients (Cu, Mn, Fe and Zn) were fit and safe for irrigation water use. The quality of irrigation water categorized into C<sub>2</sub>S<sub>1</sub> and C<sub>3</sub>S<sub>1</sub> classes in study area.

**Keywords:** Sustainability of Water Quality, Fluoride, Kodakandla and Telangana State.

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## **ESTIMATION OF RESERVES OF LIMESTONE THROUGH KRIGING: USING THE BEST LINEAR UNBAISED ESTIMATION (BLUE)**

**RAVI ANDE**

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**Abstract:** Limestone deposit exhibit wide spatial variations both vertically and horizontally. The erratic nature of the deposit makes the conventional method inadequate. The limestone deposits at Tummalapenta area belongs to Narji Limestone of kurnool Group.

The study area is situated 15 Km northwest of Tadpatri, Ananthapur district of Andhra Pradesh, lie between  $15^{\circ} 13' 03''$  and  $15^{\circ} 02' 59''$  north latitudes and  $78^{\circ} 01' 31''$  and  $78^{\circ} 01' 22''$  east longitudes fall in the Topo sheet No 57J/6. The average thickness of the litho units encountered is calcareous shale 2.5m, light grey limestone 3.5m, grey limestone 4m, and flaggy limestone 5m. Data from 156 drill holes, covering 2500 sq.km have been taken for this study. Variogram calculation, modeling and their validation, kriging calculation of reserves, classification of reserves and preparation of ore grade map have been employed for reserve estimation of these limestone to provide the best linear unbiased estimations (BLUE).

**Keywords:** Geostatistics, Variogram, Estimation, Ordinary Kriging, Indicator Kriging

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## IMPORTANCE OF E-WALLET TRANSACTION IN E-COMMERCE INDUSTRY

**SANDEEP KUMAR GUPTA, CHALASANI HARIKA, ABHIJEET ANAND,  
DR. SREEDHARA RAMAN, DR. VEDHA BALAJI**

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**Abstract:** “Importance of e-wallet transaction in E-commerce industry” is of relevance to all stake holders in any given industry. This study gives an idea regarding why and how e-wallet transaction are useful in E-commerce Industry in order to gain proper profits. There are different kinds of e-wallets used by various companies. For example, Amazon and Ola use their own digital wallets namely, Amazon pay and Ola money. Digital wallets created and owned by companies are used in supermarkets as well, namely, Big Bazar, More, Spencers, Spar, Star Bazar, Reliance Fresh, DMart, Hypermarkets, Metro, etc. The problem statement used in the study is to examine the impact of e-wallet transaction in E-commerce industry. Since different kinds of e-wallets have their own promotional strategies such as coupons, free samples, free gifts, lucky draws, special discounts, refund & premium offers, seasonal discounts, price discounts, buy-one-get-one free, etc. Descriptive research has been used for this study using survey method with structured questionnaires. Questionnaire constituted open as well as close ended questions to measure consumption behavior of respondents towards e-wallet.

**Keywords:** E-Wallet Transactions, Consumer Behavior, Ease of Use of E-Wallets and Choice of Payment.

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## **ADOPTING BUSINESS INNOVATION TO GENERATE SUSTAINABLE BUSINESS SOLUTIONS AND COMPETITIVENESS: A CASE STUDY OF NESTLÉ**

**ISHPREET KAUR VIRDI**

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**Abstract:** The study deals with the principles of business innovation, sustainability and competitiveness. The paper traverses through defining business innovation, enumerating various steps to be taken to ensure business innovation and competitiveness, a theoretical review of business innovation and sustainable business solutions, business innovation and competitiveness followed by minutely studying the historical journey of Nestlé, a company well renowned for having a track record of 150 successful years of keeping a keen focus on improving quality of life through business innovation. The paper takes a step-by-step approach in reviewing how Nestlé steered through various business challenges by taking a route of business innovation, sustainability development and never losing its focus. This study, thus, offer vital insights and holds imperatives for any modern day firm hoping to build a sustainable business focused on business innovation and competitiveness.

**Keywords:** Business Innovation, Sustainability Development, Competitiveness, Business Challenges.

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## THE IMPACT OF SOCIAL MEDIA ON THE MILLENNIALS

**SANDEEP KUMAR GUPTA, SHAUNAK KUNDU,  
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**Abstract:** The main research objective is to study the impact of social media on millennial generation. There were several aspects based upon which the study was made which included the average hours spent by the millennial per day in various types of social media platform, and which media platform is gaining popularity among the youngsters in the current scenario. It also helps us to find out the various activities performed by the millennial in the social media platform and how does it affect mentally as well as physically to the millennial when they are deprived of using any sort of social media platform in their daily life.

On the basis of the demographic survey, we could find that 57.3% were MALE respondents while 42.7% were FEMALE respondents. Also, from the factor analysis that 32.070% of the sample population think that social media is influential. 16.46% belong the category of hypocrites and 12.653% think that social media gives them self-recognition.

Also, that social media platform like Instagram and Twitter are more popular among the millennial belonging to age group of 15-20 whereas on the other hand other platforms like Facebook and LinkedIn are more popular among the middle age group of respondent.

**Keywords:** Social Media, Academic Performance, Millennial, Acute Depression.

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## ESTIMATION OF DEMAND ELASTICITY FOR FOOD PRODUCTS IN KARNATAKA

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**Abstract:** During the last three decades country has witnessed structural and compositional changes in dietary chart across income groups both in rural and urban areas. This paper estimates the elasticity for income and price of food products consumed in Karnataka state among rural and urban households using Linear Approximation AIDS model using 50<sup>th</sup>, 61<sup>st</sup> and 68<sup>th</sup> round of NSSO data pertaining to the years 1993-94, 2004-2005 and 2011-12 respectively. The investigation reveals that the own price elasticity for Cereals, Pulses, Fruits and Vegetables and Meat in 2011-12 are negative and between zero and one in absolute values i.e., -0.34, -0.56, -0.68, and -0.57 respectively which indicates they are inelastic and for milk and milk product own price elasticity is -1.05 i.e., highly elastic. Expenditure elasticities were positive and significant with 0.46, 0.88, 1.97, 1.05 and 0.94 respectively for the entire state in 2011-12. This indicates that fruits and vegetables and milk and milk products are luxury products and the change in quantity demanded is more than the changes in expenditure, whereas cereals, pulses and meat are necessity goods and when expenditure raises quantity demanded also increases. As the per capita income of the households increase, the proportion of expenditure on fruits and vegetables and milk and milk products are much higher than other food products. This paper argues that in rural and urban regions households of Karnataka state there is a departure of dietary chart to Animal origin food like Milk and Milk products and Meat in long run and it is also observed from the three rounds of NSSO data that demand for animal origin food product has increased through increase in purchasing power and it also indicates that livestock products consumption is affected by price, income and substitution effect.

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## INTEGRATED FARMING SYSTEM FOR SUSTAINABLE AGRICULTURE TO MANAGE THE DROUGHT

NAGARAJU.Y, SACHINDRA BABU, RESHMA .M, MEGHA MALLIKARJUN DONI

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**Abstract:** Agriculture system today may be described as goal oriented manipulations of ecosystems for human gains. Yield and profit maximization approach has led to serious environmental, ecological, economic and social problems. The integrated farming system approach has helped the farmers to re-organize the farm business reallocation of available resources to get sustained stable returns from the entire farm. Hence there is a great need for this approach to improve and managerial ability of the farmers to manage drought. Further, the small and marginal farmers would need support in training, demonstration, extension services, credit; market support as well as supply of inputs must be as part of the integrated farming system. However, it is high time for the scientists, researches, administrators and planners to think on IFS lines and provide adequate facilities and encouragement to farmers to go ahead with a sense of total commitment. This will not only enhance their income and living standard of their families but also reduce hunger and poverty of rural India. Therefore, research initiatives have to be undertaken for developing site-specific farming systems incorporating two or more feasible and appropriate enterprises for different categories of farmers based on their resources availability. Integrated Farming System (IFS) is an innovative and unique approach to promote integrated land use and animal management technologies as well as resource management capabilities among the farmers, more particularly small and marginal farmers in rural India. It is a micro approach and the entire farm of an individual farmer is considered as a unit. This approach calls for concerted educational efforts with farmers with primary focus of maximizing the net income of farmers over a period of time. This is closely related to realistic planning of farms of selected farmers in order to help to generate maximum family employment and to get sustained stable net income. Such planning and implementation requires identification of potential for development, needs, interests and capabilities of farmers, availability of resources and also training them in farm management techniques. This also helps in recycling of farm wastes and residues without polluting the environment and degrading the resource base. Further, IFS gained priority with a view to augmenting the income of farmers. It assumes great importance to evolve sound management of farm resources to enhance farm productivity, reduce the degradation of environmental quality, and improves the quality of life of small and marginal farmers and above all to maintain sustainability in farm production and productivity. The overall objective of the IFS is to evolve technically feasible, economically viable, environmentally sound and socially acceptable farming system integrating crops with appropriate supplementary and complementary enterprises for rainfed and irrigated areas. This helps in generating sustained stable income and higher employment to entire family.

**Keywords:** Integrated Farming System, Social Problems, Environmental Sustainable.

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## **NUTRITIONAL STATUS AND EXPENDITURE ON FOOD PRODUCTS IN KARNATAKA**

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**Abstract:** NSSO survey are conducted at regular intervals to collect consumption of data for rural and urban families in Karnataka. In this paper results of 68<sup>th</sup> NSSO round are evaluated to find out the trend in consumption of protein intake in Karnataka household. and also assessed the present nutritional status. Consumption is the value of goods and services bought by the people. during the period 2010 11 to 2011-12. The study has assessed the present nutritional status. The monthly per capita expenditure (MPCE) on both food and non-food items together has been found almost double in urban areas than in rural areas. In the rural areas, the (MPCE) is higher on food items than on non-food items, while in the urban areas, it is the reverse. The urban people consume less cereals and more pulses than their rural counterparts. Further, the expenditure on non-food items, especially on education, healthcare, insurance, etc. in the rural area has been found far from satisfactory. Food consumption pattern of urban Karnataka as follows, the average cereal consumption per day was (183 grams/per person) which has 10 percent higher than the rural consumption however significantly lesser than the recommended consumption level. In case of consumption of pulses (63 grams), vegetables (78 grams) and milk (138 grams), In rural Karnataka highest consumption of carbohydrate has seen in Chikballapur district (408.2 grams), and lowest consumption has in Gulbarga district (285.1grams/day). Average state consumption of protein in rural area in Karnataka has (48.64 grams/day) The highest consumption of protein in rural area was found to be in Chikballapur district (61.60 grams/day), when compare with urban has (45.07 gram/day) when compare to ICMR standards the daily intake of protein has (55 grams/day) in Average consumption of carbohydrate in rural has (340.27 grams) in Karnataka, 16 districts are above average consumption and 13 districts are below the average consumption. the optimal plan ensures. It has been observed that the households in Davangere and Bangalore districts has consumed about (341 grams/day) /per day, the average consumption of carbohydrate of the state when compared with the dietary guidelines for Americans they have recommended that (225 grams) and (325 grams/day) of carbohydrate per day/ per person. In the state of Karnataka, 13 districts of households had been consumed carbohydrate below the recommended level and hence malnourished. The study has suggested the need of educating them on the 'nutrition aspect' so that they appropriately use their farm produce for food and nutritional security. The study has also suggested that the policy aiming at achieving nutritional security and poverty reduction should have different strategies for different income categories of households.

**Keywords:** Nutrient Intake, Food Consumption, Monthly Per Capita Expenditure (MPCE) Indian Council of Medical Research (ICMR).

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