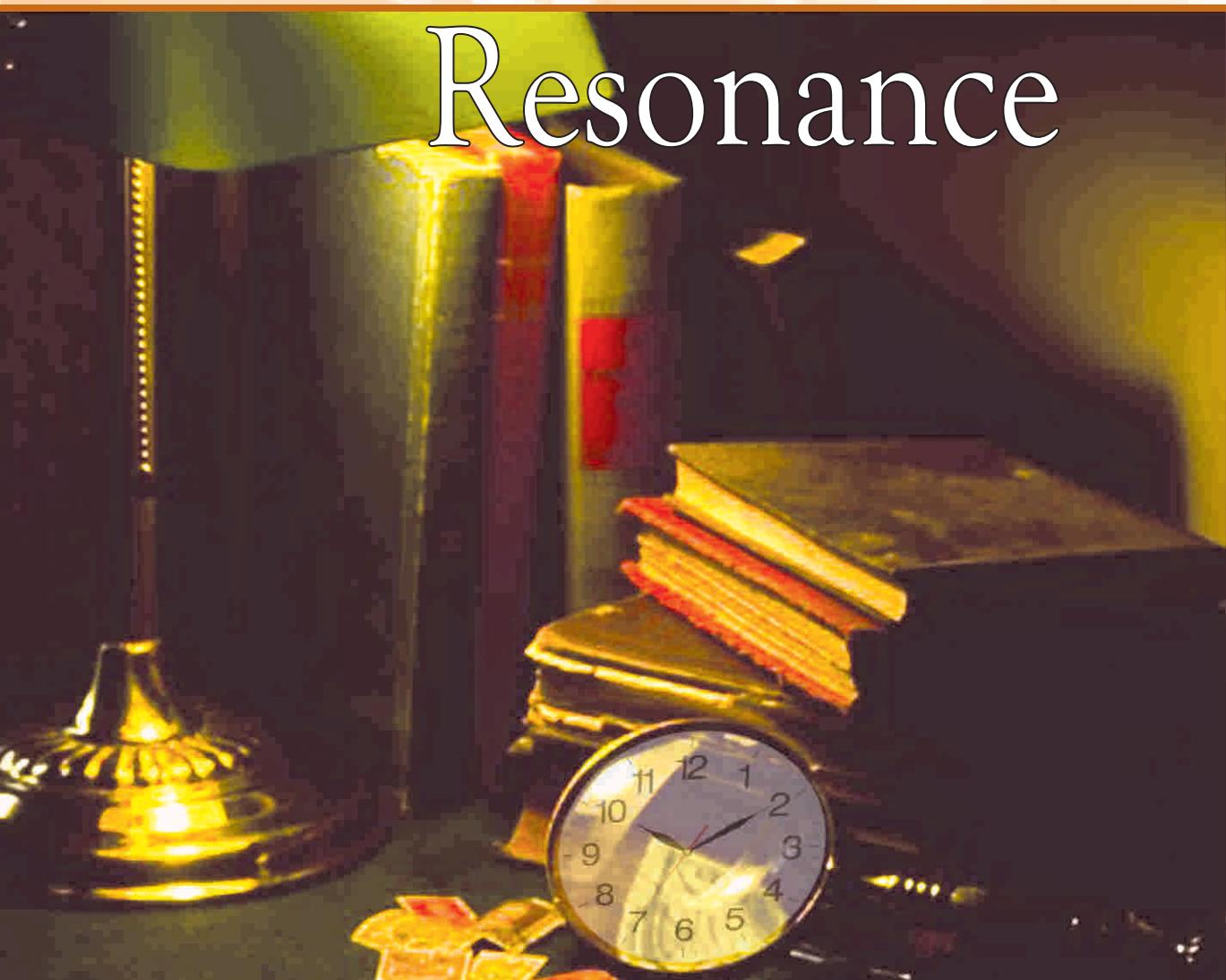


ISSN: 2321-2594

# Intellectual Resonance



DCAC Journal of Interdisciplinary Studies

• December - 2013 • Vol.-I Issue-II

# Intellectual Resonance

## DCAC Journal of Interdisciplinary Studies

Volume 1 Issue No. II  
ISSN: 2321-2594



Published and Printed by:

**DELHI COLLEGE OF ARTS AND COMMERCE  
(UNIVERSITY OF DELHI)**

NETAJI NAGAR, NEW DELHI-110023

Phone : 011-24109821,26116333 Fax : 26882923

e-mail : [intellectualresonance@gmail.com](mailto:intellectualresonance@gmail.com) website-<http://www.dcac.du.in>

© Intellectual Resonance

The views expressed in the articles are those of the authors

Printed at: Xpress Advertising, C-114, Naraina Industrial Area, Phase-I, New Delhi-28

# **Editorial Advisory Board, *Intellectual Resonance (IR)***

- 1) **Prof. Daing Nasir Ibrahim**  
Vice-Chancellor  
University of Malaysia  
[daing@ump.edu.my](mailto:daing@ump.edu.my)
- 2) **Prof. Jancy James**  
Vice-Chancellor  
Central University of Kerala  
[jamesjancy2008@gmail.com](mailto:jamesjancy2008@gmail.com)
- 3) **Prof.B.K. Kuthiala**  
Vice-Chancellor  
Makhanlal Charturvedi Rashtriya  
Patrakarita Vishwavidyalaya  
Bhopal  
[kuthialabk@gmail.com](mailto:kuthialabk@gmail.com)
- 4) **Dr. Daya Thussu**  
Professor, Department of Journalism  
and Mass Communication  
University of Westminster  
United Kingdom  
[d.k.thussu@westminster.ac.uk](mailto:d.k.thussu@westminster.ac.uk)
- 5) **Prof. Dorothy Figueira**  
Professor, University of Georgia  
Honorary President, International  
Comparative Literature Association.  
[figueira@uga.edu](mailto:figueira@uga.edu)
- 6) **Prof. Anne Feldhaus**  
Professor, Department of Religious  
Studies  
Arizona State University  
[anne.feldhaus@asu.edu](mailto:anne.feldhaus@asu.edu)
- 7) **Prof. Subrata Mukherjee**  
Professor, Department of Political  
Science  
University Of Delhi  
[polybius7@gmail.com](mailto:polybius7@gmail.com)
- 8) **Prof. Partha S. Ghosh**  
Senior Fellow  
Nehru Memorial Museum and Library  
(NMML)  
[parsarg@hotmail.com](mailto:parsarg@hotmail.com)
- 9) **Prof. B.P. Sahu**  
Professor, Department Of History  
University Of Delhi  
[sahu.bp@gmail.com](mailto:sahu.bp@gmail.com)
- 10) **Dr. Anil Rai**  
Professor Hindi Chair  
Peking University, Beijing, PR of  
China.  
[anilrai1963@gmail.com](mailto:anilrai1963@gmail.com)
- 11) **Dr. Roswitha M. King**  
Associate Professor  
Department of Economics.  
Ostfold University college, Norway  
[roswitha.m.king@hiof.no](mailto:roswitha.m.king@hiof.no)
- 12) **Dr. Gautam Rajkhowa**  
Senior Assistant Professor  
Chester Business School  
University Of Chester, Westminster  
[g.rajkhowa@chester.ac.uk](mailto:g.rajkhowa@chester.ac.uk)
- 13) **Sandy Das Sharma**  
Research Head, Hansdhwani Foundation  
[saneshika@hansdhwani.org](mailto:saneshika@hansdhwani.org)

# **Academic Executive Committee (AEC, DCAC)**

## **And Editorial Board, *Intellectual Resonance* (IR)**

- |                                                                                                                                     |                                                                                                                                                                 |
|-------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1) <b>Dr. Rajiv Chopra, OSD-Principal<br/>Chairperson, AEC<br/>Editor, Intellectual Resonance (IR)</b><br>rajivchopra1960@gmail.com | 2) <b>Dr. Surbhi Dahiya<br/>Convener, AEC<br/>Associate Editor and Coordinator,<br/>Intellectual Resonance (IR)</b><br>(+91-9990561016)<br>surbhi2011@gmail.com |
| 3) <b>Dr. Anita Bhela</b><br>Member, AEC and Associate Editor (IR)<br>anitabhela@gmail.com (+91-<br>9811230112)                     | 4) <b>Dr. V. K. Tyagi</b><br>Member, AEC and Associate Editor<br>(IR)<br>tyagi_vk@rediffmail.com (+91-<br>9811732421)                                           |
| 5) <b>Dr. O. P. Singh</b><br>Member, AEC and Associate Editor (IR)<br>opsingh1968@gmail.com<br>(+91-9999114166)                     | 6) <b>Dr. Bir Singh</b><br>Member, AEC and Associate Editor (IR)<br>birsingh@gmail.com (+91-9313449318)                                                         |

Online Promotion - Sh. Vasant Sharma, vasantsharmadcac@gmail.com (+91-9312212527)  
and Dr. V. B. Singh Please mail your articles at intellectualresonance@gmail.com

# **Editorial**

On this opportune moment as the Principal of the College, I feel delighted and privileged to be the Editor of this Interdisciplinary Research Journal “Intellectual Resonance”. After going through the first issue and interacting with Editorial Team Board, I can very clearly visualize that “Intellectual Resonance” will evolve in the future as a Journal of high academic learning and research with a holistic concern for quality of life, environment, society and ethics. First issue saw great success. I hope the same for our second issue which is to come in December, 2013. We would like more and more articles on various subjects and issues so that we continue with our efforts in inspiring people to think on the line in the correct prospective.

Dr. Rajiv Chopra

OSD-Principal

# Contents

	Title	Page
1.	Feldstein-Horioka Puzzle and Saving-Investment Relationship in India during Globalisation Era Sh. Santosh Kumar	1-7
2.	Youth and Civic Engagement in India: A Case Study of National Service Scheme of India Dr. Vijay Laxmi Pandit	8-11
3.	Contextualizing E-Governance in New Media Milieu Dr. Dharmesh V. Dhawankar	12-18
4.	Rise of China in the International Politics Dr. Mukesh Bagoria	19-23
5.	Empowerment of Women in the Twelfth Plan Dr. Garima Malik	24-32
6.	Envisioning ICT enabled teaching learning processes: Challenges & Possibilities Dr. Anubhuti Yadav	33-40
7.	Excavating social accountability at the site of intertext: Analyzing the recent readings of popular cinema in mainstream (print) news media Ms. Saumya B Verma	41-47
8.	Understanding the Development Model of Open Source Software and its Applications Ms. Madhu Kumari <sup>1</sup> , Dr. Sanjay Misra <sup>2</sup> and Dr. V.B.Singh <sup>3</sup>	48-54
9.	Intrinsic and Extrinsic Factors in Job Satisfaction; A Case Study of Physical Education Professionals Dr Sunil Kumar Dahiya	55-64
10.	Towards Constructing Indigenous Political Identity: A Study of Tomson Highway's Kiss of the Fur Queen Dr. Santosh Bharti	65-72
11.	Communication and Modern Civilization Dr. Shilpa Chowdhary	73-75
12.	Contextualizing the Ethnic issues in Assam with reference to Bangladeshi Migration Ms. Pallavi deka	76-80
13.	Is Democracy A Universal Concept? Dr. Tamanna Khosla	81-89
14.	Impact of Media on the Agricultural Sector in NE India Dr. Ganesh Sethi, Naorem Nishikanta Singh	90-95
15.	A Study Of Occupational Stress Among Primary And Secondary School Teachers In Sirsa Dr. Neeru Bala and Sh. Darpan saluja	96-101
16.	Poor Business Ethics raises the need of Forensic Accounting Ms. Shallu	102-109
17.	Need of the Code for Paparazzi Dr Deepak Shinde	110-114
18.	Reliability of Time Domain HRV Analysis Dr. Pawan Kumar <sup>1</sup> (Assistant Professor), Dr. Dhananjay Shaw <sup>2</sup> (Associate Professor), Dr. Manoj Kumar Rathi <sup>3</sup> (Assistant Professor)	115-119
19.	Politics as A Process of Governance Particularly In The Context of Urban Local Self Government Dr. Arti Rastogi	120-124
20.	The Impact of Economic Reforms on Indian Economy An Assessment Mudit Gupta*, Moumita Dey**	125-131

21. A Study of Sectoral Analysis of Retail Industry In India  
Dr. Rajeshwari Malik 132-140
22. Unreal World, Real Fears : Social networking sites making kids dumb?  
Ms. Shruti Goel 141-144
23. Study to see the Impact of Marketing Mix elements on Consumer Buying Brand Preference for Sports Utility Vehicles (SUVs) in New Delhi  
Ms. Sangeeta Gupta 145-153
24. Goddess as Consort and OEakti  
Ms. Priyanka Thakur 154-159
25. Trends and Patterns of FDI Between India and The LAC Region An Initial Exploratory Analysis  
Ms. Sumati Varma<sup>1</sup>, Rishika Nayyar<sup>2</sup> 160-168
26. Paid News in the Indian Media: A deep-rooted malaise  
Dr. Surbhi Dahiya and Sachin Arya 169-178

# Feldstein-Horioka Puzzle and Saving-Investment Relationship in India during Globalisation Era

Santosh Kumar

**Abstract-** Feldstein-Harioka Puzzle brings out contradiction with the hypothesis of free capital flows by looking at co-relationship between domestic saving and domestic investment for globalised economies. Puzzle states that in spite of countries having free capital flows do not have a weak relationship between domestic saving and investment. This questions the argument for free capital movement as source of raising domestic investment at higher level. The current paper investigates the same issue in case of Indian Economy which has gone through current and capital accounts liberalisation. The Feldstein-Harioka Puzzle still holds in case of Indian economy for the globalised period between 1991-92 and 2011-12.

**Key Words** - Savings-investment relationship, Capital account liberalization, Feldstein-Harioka Puzzle, OECD, Globalisation, Indian Economy, Net capital inflows.

## Introduction

India has gone through implementation of a series of economic reforms intending to integrate it with the rest of the world. 1991-92 was the time since when various measures have been adopted in the framework of globalization, privatization, and liberalisation. Liberalisation of quantitative and qualitative measures with regard to the current account was a natural outcome of the neo-liberal economic policy framework. This initiative necessitated the removal of certain restrictions on the capital account of India. Enactment of full convertibility of Rupee on current account and partial convertibility of Rupee on capital account was very significant step in integration of India with the rest of the world. It was also argued by many economists that globalization will lead to saving surplus countries to invest in India where investment was being perceived as being constrained by the limited saving pool within the economy. It is based on the fact that in a world of perfectly mobile capital any country's level of investment will not remain constrained by the level of savings of that country as long as the return on investment is attractive. Simultaneously if the return on investment in that country is not that lucrative then domestic saving may flow out in

other countries where the rate of return is better. So the given fact that in world of perfectly mobile capital there should not be perfect relationship between the domestic saving and investment. On the other hand if there is close to perfect correlation between domestic saving and investment then the assumption of perfect capital mobility does not hold. In case if there is substantial inflows of foreign capital in the country and simultaneously there is close to perfect relationship between the domestic saving and investment then this violates the whole purpose of capital account liberalisation to enhance the level of savings. A study was conducted way back in 1980 by Martin Feldstein and Charles Horioka looking at the relationship between saving and investment of 16 OECD countries for a period of 15 years (1960 to 1974). They found that there was close to 1 relationship coefficient between domestic saving and domestic investment rejecting the hypothesis of perfect world capital mobility. This paper attempts to undertake the similar exercise about India after its experience with the capital and current account openness over a period of twenty years (1991-92 to 2011-12) to see if the domestic savings explain the investment behaviour in India during the post-liberalisation period in

---

*Santosh Kumar is working as an Assistant Professor, Dept. of Commerce, Shri Ram College of Commerce, University of Delhi, Delhi. Email ID: sksulttanpuri@gmail.com.*

similar way as before the liberalisation period. This paper has been divided into five sections excluding introduction. The first section describes the Feldstein-Horioka Puzzle. Second section elaborates the trend of capital account liberalisation in India. The third section discusses the trends of saving and investment in India for a period from 1970-71 to 2011-12. The forth section discusses the statistical results about the relationship between domestic saving and investment in India. The final section concludes the study with note on possible scope of further study on this issue.

### **What is the Feldstein-Horioka Puzzle?**

This puzzle is based on the theory of relationship between saving and investment. Theory states that in a closed economy, level of total domestic investment will be determined by level of total domestic saving; which means domestic investment ( $I_d$ ) is equal to domestic saving ( $S_d$ ). It implies that if the country wants to raise the level of investment then it has to ensure high level of saving. This theory states that developing countries are characterised by low investment because of their lower saving. Mckinnon (1973) argued that internal and external financial liberalisation will leads to enhancement of saving domestically as well as availability of foreign saving to boost the level of domestic investment and which in turn will cause the level of economic growth to go up. The above mentioned logic also implies that in a closed economy as there will be perfect relationship coefficient between total domestic investment and total domestic saving and the correlation coefficient will be one. If an economy is open and the returns on investment in a country is higher than rest of the world then the foreign saving will flow to the domestic country and the investment will exceed the domestic savings. Similarly if the domestic saving receives higher returns in the rest of the world then the total domestic investment will be less than total domestic saving. A perfectly globalised country, with the absence of any restriction on flow of capital, will be characterised by: Gross Domestic Investment ( $I_d$ ) = Gross Domestic Savings ( $S_d$ ) + Net Foreign Savings available domestically ( $S_f$ ). In case of an open economy correlation coefficient of total

domestic investment and domestic saving will be close to zero. Such logical relationship between domestic investment and saving became a basis for the research conducted by Martin Feldstein and Charles Horioka in 1980 to test if there was capital mobility in the OECD countries between 1960 and 1974.

They used the data on gross domestic saving and gross domestic investment for all 16 OECD countries for the period between 1960 and 1974. However they had taken in total 21 countries but given the non-availability of data in consistent way they dropped six countries from the sample and confine to only 15 countries. They estimated the coefficient of relationship between gross domestic saving and gross domestic investment for each country across 16 OECD countries using the following equation:

$$\left( \frac{I}{Y} \right)_{it} = \alpha + \beta \left( \frac{S}{Y} \right)_{it}$$

They argued that as per perfect capital mobility logic the estimate of  $\beta$  in extreme case should be close to zero for small open economy. However, the estimate of  $\beta$  close to 1 would indicate that most of the incremental saving in the country remained there hence this will be strong evidence against hypothesis of perfect capital mobility. Their estimate of  $\beta$  for the entire period of 15 years sample for 16 countries showed to be 0.89 (S.E. = 0.07). This coefficient was not significantly different from 1 and this went against the hypothesis of perfect world capital mobility. This finding became a puzzle as there was free mobility of capital and there still existed higher co-relationship between gross domestic savings and gross domestic investments in OECD countries.

### **Measures of Capital Account Liberalisation in India**

After the 1991 Balance of Payment crisis in India, the Report of the High-Level Committee on Balance of Payment (BOPC), 1993 laid out the genesis of capital account liberalisation in India. The initiative of capital account liberalisation was as a compulsory outcome of the trade liberalisation. Both the policies of trade

liberalisation and capital account liberalisation were part and package of Washington Consensus which was imposed on India as the IMF's Conditionalities. The external sector reform was accompanied by internal reforms such as liberalisation of licensing regime as well as privatization of state resources (Chandrasekhar and Ghosh, 2006). A committee in the chairmanship of M. Narasimham was set up in 1991 to provide the roadmap of financial sector liberalisation and this Committee's reports were accompanied by various committees' reports to complement the neo-liberal economic framework. However, the BOPC intended to change the composition of capital account by introducing following measures:

- a. Replacement of debt with non-debt creating capital inflows by liberalisation of portfolio equity inflows in 1994.
- b. Freeing outflows associated with inflows such as principal, interest, dividend, profit, and sale proceeds from foreign investments in the country.
- c. Dissociation of government from Intermediation in external aid flows.
- d. Portfolio investments in the primary or secondary markets were permitted subject to percentage ceilings.
- e. Indian companies were permitted to invest abroad up to an annual ceiling of \$ 100 million, above which it requires RBI's permission.
- f. Indian companies were allowed to borrow abroad up to \$ 1 million with a minimum maturity period of three years.
- g. FDIs were allowed up to 100% in all except thirteen items and for another seven items where less than 100% equity was allowed.
- h. Banks were allowed to borrow abroad up to 25 % of paid up tier one capital or \$ 10 million whichever is higher with the permission of ministry of finance.
- i. End use restrictions were removed except for stock market and real estate investments.
- j. Infrastructure sectors were allowed to ECBs subject to 50% of the project costs.

Apart from above measures, Government of India set up a Committee in 1997 to provide a

roadmap to liberalise the capital account of the country. The Committee recommended various pre-conditions to start the capital account liberalisation which included reduction in fiscal deficit, control of inflation, liberalisation of financial market, and withdrawal of state from various avenues. We must know that many of these measures have negative impact as far as social welfare policies of the government is concerned such as food subsidy, educational provisions, health facilities, and employment stabilization program. After the recommendation of Tarapore Committee, 1997 Government decided with the partial capital account liberalisation. However due to economic crises in East-Asian Countries there was little boulder in front of the wheel of capital account liberalisation policies as recommended by the Committee. However the Government of India restarted the process of capital account liberalisation by opening up the various sectors to foreign participants. To expedite the process of capital account liberalisation towards fuller capital account convertibility the Government of India set up again the committee in the chairmanship of S.S. Tarapore in 2006. This committee recommended many measures such as raising the overall ceiling of External Commercial Borrowings (ECBs) under the automatic approval, raising the limit of outflows of capital by Indian industry from 200 percent of its net worth to 400 percent, allowing the non-resident corporate to invest in Indian stock market through SEBI registered entities including mutual funds and portfolio management schemes, etc.

Such policies led to opening up of the economy on capital inflows and outflows dimensions. A study by Shah and Patnaik (2011) shows that capital account integration measured by Lane and Milesi-Ferretti database increased from 30 percent of GDP in 1990 to 42 percent of GDP in 2000 and it further increased to 85 percent in 2007. This indicates sufficient level of capital account opening to understand if the domestic investment increased to higher level due to foreign capital. In the following section we discuss the behaviour of investment and saving in India for pre and post-liberalisation period.

## Trend of domestic investment and saving in India

Table 1 indicates the trend of gross domestic saving and gross domestic investment as percentage of gross domestic product. The Table 1 shows the substantial increase in the saving and investment level as percentage of GDP. Gross domestic saving increased from 14 percent in 1970-71 to 22 percent in 1989-90. Thereafter it remained around 24 percent till 2002-03, but it increased to substantial level after 2002-03 and

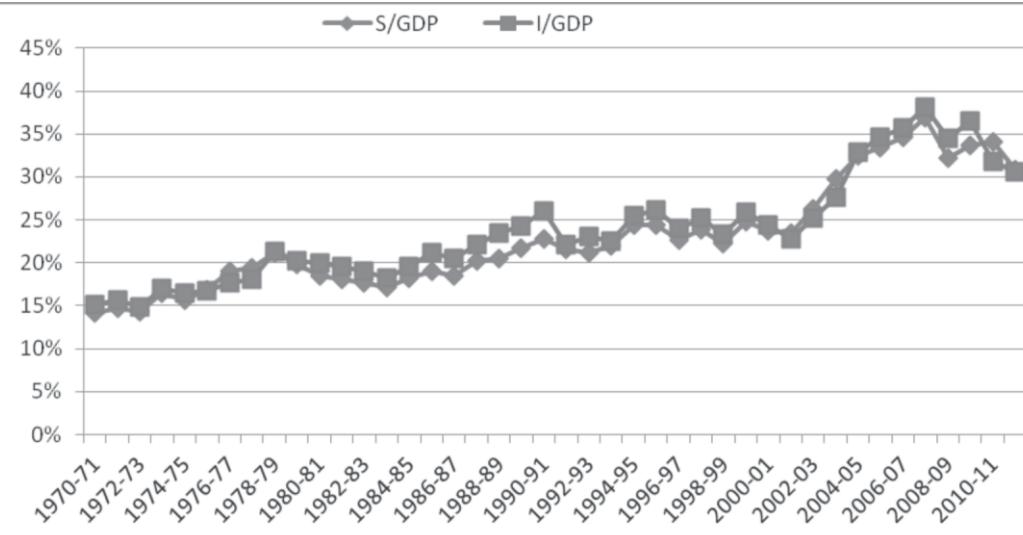
reached to 34 percent in 2009-10. The period after 2009-10 witnessed decline in saving ratio. The trend of gross domestic investment shows that it was 15 percent of GDP in 1970-71 and it rose to 24 percent in 1989-90. Thereafter it remained around 24 percent till 2002-03 and picked up sharply to 36 percent by 2009-10 but witnessed decline thereafter. So we do not see much improvement of saving and investment till 2002-03. Graph 1 shows the rising trend of saving and investment since 1970-71.

**Table 1: Share of domestic saving and domestic investment**

Year	S/GDP	I/GDP	Year	S/GDP	I/GDP
1970-71	14%	15%	1991-92	22%	22%
1971-72	15%	16%	1992-93	21%	23%
1972-73	14%	15%	1993-94	22%	22%
1973-74	16%	17%	1994-95	24%	26%
1974-75	16%	17%	1995-96	24%	26%
1975-76	17%	17%	1996-97	23%	24%
1976-77	19%	18%	1997-98	24%	25%
1977-78	19%	18%	1998-99	22%	23%
1978-79	21%	21%	1999-00	25%	26%
1979-80	20%	20%	2000-01	24%	24%
1980-81	18%	20%	2001-02	23%	23%
1981-82	18%	20%	2002-03	26%	25%
1982-83	18%	19%	2003-04	30%	28%
1983-84	17%	18%	2004-05	32%	33%
1984-85	18%	20%	2005-06	33%	35%
1985-86	19%	21%	2006-07	35%	36%
1986-87	18%	20%	2007-08	37%	38%
1987-88	20%	22%	2008-09	32%	35%
1988-89	21%	23%	2009-10	34%	36%
1989-90	22%	24%	2010-11	34%	32%
1990-91	23%	26%	2011-12	31%	31%

**Source: Economic Survey 2012-13**

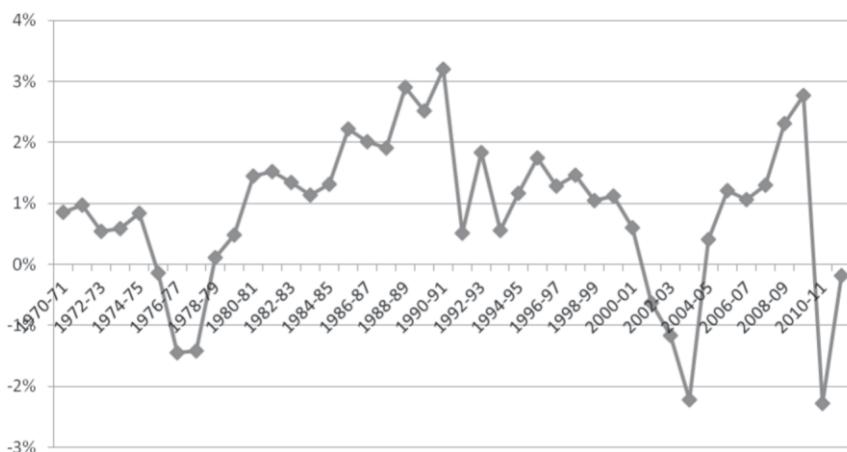
**Graph No. 1: Trend of saving-GDP and Investment-GDP ratios**



Graph 2 shows the difference of gross domestic investment over gross domestic saving as percentage of GDP. It has very remarkable trend in which it shows that period between 1980 and 1991 the investment-saving gap was around 3 percent (investment exceeding saving). While for the rest of the period particularly during liberalisation period level of investment is close to the level of savings. Domestic investment exceeding domestic saving was the result of active state intervention in the Indian economy. It was observed that government followed expansionary fiscal policy to the great extent to

boost the economy and manage the demand level at higher degree. In fact, the 6.7 percent gross fiscal deficit to GDP ratio of the Central Government during the 1980s coincided with a rise in the Central Tax-GDP ratio from 9.07 in 1980-81 to 10.59 in 1989-90 (Kumar and Soumya, 2010). The average annual Tax-GDP ratio for 1980-81 – 1984-85 was 9.27 and that rose to 10.45 for 1985-86 – 1989-90. This clearly indicates that the rise of fiscal deficit of the Central Government was not due to a decline in its tax revenue.

**Graph 2: Trend of difference between domestic investment and saving as percentage of GDP in India**



## The regression results on relationship between domestic saving and domestic investment in India.

The regression test conducted to see the relationship between domestic saving and domestic investment shows that the period before economic liberalisation was characterised by high value of  $\beta$  which was reported to be 1.16 with the value of R-square equal to 0.85. This explains the variation in I/Y is explained by S/Y by 85 percent. This means that when S/Y rises by 10 then I/Y also rises by 10.16 and such relationship between I/Y and S/Y is explained to the extent of 85 percent. This is close to the finding of Feldstein-Horioka for the OECD countries. This signifies that the pre-liberalisation period was characterised by global capital immobility. The estimation of  $\beta$  for the period of post-economic liberalisation indicates that value of  $\beta$  declined to 0.98 with the rise of R-square up to 0.94. That means the domestic investment remained to great extent dependent upon the level of domestic investment. If we divide the total period of study (1991-92 to 2011-12) into four sub-periods to check the relationship coefficient for each period then we find results mentioned in the Table 2. Such results clearly states that capital mobility or capital account opening has least affected the domestic investment. Of course the period between 2006-07 and 2011-12 does show some sign of decline in the value of R square showing the weakening role of domestic saving in explaining the trend of

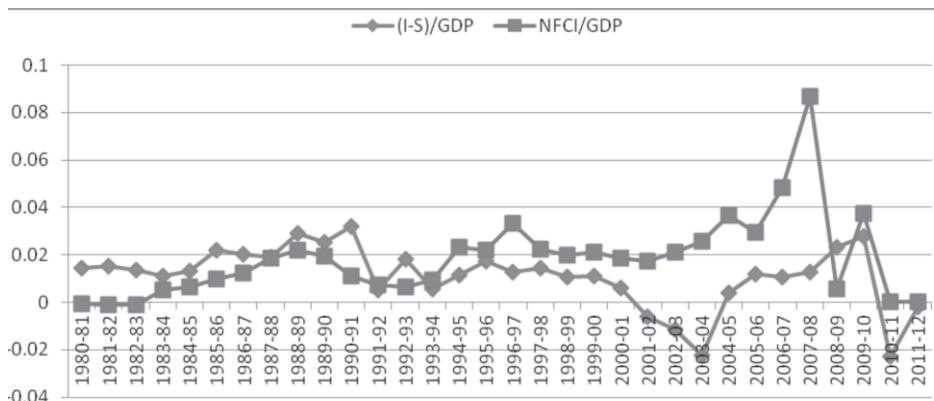
domestic investment but the value of the value of  $\beta$ , which is close to one, shows that hypothesis of capital mobility does not hold.

**Table 2: Regression results for the relationship between Saving-GDP ratio and Investment-GDP ratio**

Period	$\beta$	R square
1970-71 to 1990-91	1.16	0.85
1991-92 to 2011-12	0.98	0.94
1991-92 to 1995-96	1.13	0.90
1996-97 to 2000-01	0.99	0.91
2001-02 to 2005-06	1.17	0.95
2006-07 to 2011-12	1.07	0.59

However we tried to see the trend of net capital inflows to analyse if it has financed the additional investment over saving. The Graph 3 shows that from 1983-84 to 1993-94 (I-S)/Y and NCIF/Y have moved closely but the later period is characterised by no corresponding relationship between these two variables. Question arises that what could be the reason for this that on the one hand we see rise in net capital inflows but on the other hand this does not get reflected into investment level. It could be possible that most of the net capital inflows has been either replacing the domestic investments through mergers and acquisition as well as coming in the form of short-term equity investments, which does not play any role in the domestic capital formation.

**Graph 3: Trend of Investment-Saving gap and Net Capital Inflow**



**Source: Calculated from Economic Survey-2012-13 and Handbook of Statistics on Indian Economy-2012-13**

## **Conclusion**

A limited degree of analysis of the relationship between gross domestic saving and gross domestic investment in India as per the Feldstien-Horioka model indicates that in spite of greater capital account openness the level of investment is still being financed by domestic investment. This leaves the puzzle unresolved in case of India as well even though India has gone vigorously deregulating its capital and current account. It also questions the stand that external financial liberalisation will result in reducing the domestic saving constraints on domestic savings level.

### **References:**

Chandrasekhar, C.P. and Jayati Ghosh (2002), *The Market that Failed*, Leftword, New Delhi.

Coakley, Jerry, Farida Kulasi and Ron Smith (1998), “The Feldstein-Horioka Puzzle and Capital Mobility: a Review”, *International Journal of Finance and Economics*.

Feldstein, Martin and Charles Horioka (1980), “Domestic Saving and International Capital Flows”, *The Economic Journal*, Vol. 90, Issue 358, June.

Government of India (2012-13), *Economic*

*Survey, Delhi.*

Govt of India (2012) *Indian Public Finance Statistics 2011-12*, New Delhi.

Kohli, Renu (2005), *Liberalising Capital Flows: India's Experiences and Policy Issues*, Oxford University Press, New Delhi.

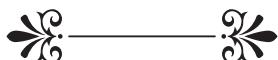
Kumar, Rajiv and Alamaru Soumya (2010), 'Fiscal Policy Issue for India after the Global Financial Crisis (2008-10)', Working Paper No. 249, Asian Development Bank Institute, September.

McKinnon, R.I. (1973), *Money and Capital in Economic Development*, The Brookings Institution, Washington, DC.

RBI (1997), S.S. Tarapore Committee Report on Capital Account Convertibility, Mumbai.

RBI (2006), S.S. Tarapore Committee Report on Fuller Capital Account Convertibility, Mumbai.

Shah, Ajay and Ila Patnaik (2011), “India's Financial Globalisation”, Working Paper No. 2011-79, National Institute of Public Finance and Policy, New Delhi.



# Youth and Civic Engagement in India: A Case Study of National Service Scheme of India

Dr. Vijay Laxmi Pandit

**Abstract-** *Acquiring behaviour and attitudes that express youth's will to get involved in their community in accordance with democratic principles is civic engagement. An attempt is made to critically look at the youth and their civic engagement to find out whether there is a connect or disconnect between them and civic engagement.*

**Key Words:** Civic Engagement, National Service Scheme

## Introduction

Civic engagement involves, according to Erlich, “working to make a difference in civic life of one's community and developing the combination of knowledge, skills, values and motivation to make the difference. It means promoting the quality of life in a community, through both political and non-political processes.” (Erlich, 2000) Political activism, environmentalism and community and national service, both paid and unpaid, are included in civic engagement. (Michelsen et. al., 2002).

## Importance of Youth

Every country depends on the young population as they are considered to be the future of the nation. This is the case with youth of India. There are 315 millions of young people aged 10-24 years in India representing 30 per cent of country's population. This population is considered to be the most potential weapon as they have the potential to build the nation. They are the most dynamic and energetic population. This is possible only if they are motivated and directed in the right way.

To have a vibrant democracy, youth need to be engaged as citizens. Youth civic engagement focuses on issues related both to healthy development and the health of our democratic society. Youth of today lack interest, trust and knowledge about Indian policies and public life in general. The primary reason responsible for

this sad state of affairs is lack of opportunities youth have for meaningful involvement in the civic life of their communities. Thus youth is an overlooked resource. The need of the hour is to have now, authentic avenues for youth participation and influence.

## National Service Scheme (NSS)

In India, the idea of involving students in the field of national service is not new. It dates back to the time of the British rule in India. During the freedom movement, Mahatma Gandhi, the father of the Nation, tried to impress upon his student audience, time and again, that they should always keep before them their social responsibility. He used to advise them to have a living contact with the community where their institution is located. Asked students instead of undertaking academic research with regard to socio-economic disability, they should do “something positive so that life of the villagers might be raised to a higher material and moral values.”

The post-Independence era was marked by an urge for introducing social service for students, both as a measure of educational reform and as a means to improve the quality of educational manpower. Towards this end, a suggestion was made that we should introduce national service in the academic institutions on a voluntary basis, with a view to develop healthy and meaningful contacts between the students and teachers on the

one hand and to establish a constructive linkage between the campus and the community on the other hand. A number of governmental committees/commissions considered and debated the issue of developing a feasible scheme of social service by students.

On 24 September 1969, the Government of India launched the National Service Scheme (NSS) in 37 universities covering all the states of India. At present it is under the Ministry of Youth Affairs and Sports, Government of India. The NSS, now covers all the states and universities in the country as well as +2 level institutions in many states. Starting with an enrolment of 40,000 students in 37 universities, the coverage of NSS students increased to more than 3.75 crores in 298 universities and 42 +2 Senior Secondary Councils and Directorate of Vocational Education. During its 43 years of existence a large number of students have benefitted from this student volunteership programme in the country.

The cardinal principle of the NSS is that it is organised by the students themselves and both students and teachers, through their combined participation in social service, get a sense of involvement in the task of national development. The NSS is a student-centered programme and it is complimentary to education. It is an experiment in academic extension. It inculcates the spirit of voluntary work among students and teachers through sustained community interaction. It brings academic institutions closer to the society. It is a link between the campus and the community, the college and village, knowledge and action. It is designed to create an awareness on current issues and alarm the future emergencies in the social phenomenon. The overall aim of the NSS is the personality development of students through community services. It gives an extension dimension to higher education system and orients the student youth to community services. The motto of the NSS is "NOT ME. BUT YOU". This expresses the essence of democratic living and upheld the need for selfless service and appreciation of another man's point of view and also show consideration for fellow human beings.

Community service rendered by NSS units, cover social aspects like adoption of villages for

intensive development work, carrying out socio-economic –medical surveys, setting up of medical centers, programmes of mass immunisation, sanitation drive, adult education programmes for the weaker sections of the community, blood donation, relief work during calamities, organising campaigns for eradication of social evils and popularisation of national objectives like nationalism, democracy, secularism, social harmony and development of scientific temper.

Each institution ie college or university has a NSS Unit. A teacher from the institution is the Incharge of the Unit. The Incharge has a fixed tenure: one or two years. With the beginning of the new academic session, enrolment drive for student volunteers is undertaken. Orientation programmes for the volunteers arranged. The Teacher Incharge in consultation with student volunteers and others chalk out the plan of the activities to be undertaken in the year. From time to time changes are made in the action plan in view of the changed environment.

## Data Collection

Being an exploratory study it was decided to collect data for the study from 332 NSS volunteers, spread over the two academic years ie 2011-12 and 2012-13 from one NSS Unit of a College of University of Delhi. The socio-economic profile of the same is as under:

	2011-12 (152)	2012-13 (180)
Male	109 (71.7%)	136 (75.5%)
Female	43 (28.3%)	44 (24.4%)
Humanities and Social Scs. Stream	89 (58.5%)	66 (36.7%)
Science stream	63 (41.4%)	114 (63.3%)
Rural	30%	25%
Urban	70%	75%

All respondents were pursuing under-graduate courses of University of Delhi. All belong to 18-22 years age group.

Data was collected with the help of a questionnaire. Data was further substantiated by

having discussions with them.

### **Findings:**

When we asked our respondents why they joined the NSS, they told us various reasons for doing so:

- a) College requirement 55% (M:40%; F:60%)
- b) To address problems 10% (M:55%; F:45%) of the society
- c) To learn 20% (M:40%; F:60%)
- d) Altruism 5% (M:45%; F:55%)
- e) For fun 10% (M:90%; F:10%)

Majority of the students joined the NSS because they regarded it as the requirement of the University/College. Contributing to society was not a priority of our respondents as only 15 per cent joined the NSS for altruism and to address the socio-economic and political problems being faced by the society. 20 per cent of our respondents joined because they believed that participation in the NSS activities will help them in learning and improving their skills and capabilities to successfully meet the challenges of life. Some of our respondents (10%) joined the NSS for fun. They were not serious and just wanted to enjoy their stay in the College by attending, not regularly, activities of the NSS Unit of the College.

It comes out clearly from the above analysis that students were not aware of the NSS Scheme: its importance and significance in the reconstruction of the society.

We asked our respondents what they gained by participating in the NSS? Their replies are as under:

- a) Helped in learning how to interact with their community 95% (M:55%; F:45%)
- b) Helped in developing the skills, values and sense of empowerment necessary to become active citizens 90% (M:40%; F:60%)
- c) Helped in becoming better informed about current events 85% (M:30%; F:70%)

It is quite clear from the above that participation in various activities of the NSS helped our respondents in many ways. It helped them in acquiring the skills and capabilities which will help them in their professional life. Interaction with the community will help them in

understanding the problems being faced by them and the possible solutions thereof. In short they will be informed and active citizens who will be working for the people.

We asked our respondent what they are going to do after their college studies are over? They replied as under:

- a) Will continue with their voluntary activities to help their community in the upcoming years 85% (M:60%; F:40%)
- b) Motivate students to join the NSS 70% (M:50%; F:20%)

It is quite clear from the above that substantial majority of our respondents would like to continue with the voluntary work to help their community. They will also motivate their juniors to join and actively participate in the NSS activities.

We further asked them how they will continue with their volunteer work in future. They told us that they will work with four types of voluntary organisations:

- a) Schools 90% (M:20%; F:80%)
- b) Political organisations 70% (M:70%; F:30%)
- c) Religious organisations 20% (M:95%; F:5%)
- d) NGOs 75% (M:40%; F:60%)

The most preferred organisation to work with was the ones which were engaged in education of children especially belonging to the disadvantaged sections of the society. Gender-wise more female respondents (80%) , as compare to male respondents (20%), opted for teaching of children .On the other hand a large majority of our male respondents opted for working with political organisations. They were of the opinion this will help them in serving better their community as well it will help them to join political career. NGOs sector was preferred by three-fourth of our respondents .Gender-wise, more female respondents preferred to work with this sector. A good number of our respondents, both male and female, wanted to join and work full-time with this sector.

Twenty percent of our respondent opted to work with religious organisations. Gender-wise more male (95%) than female (5%) preferred this .

When further probed they told us that they were interested only in those organisations which are working in the field of upliftment of the society and not those organisation which are working for spread of one or other religion exclusively. This is quite satisfying in the sense that young people are able to make distinction between the organisations who work for development and the one work for spread of religion.

### **Use of Internet**

Internet has become a major part of our society. It helped young to have what they want “on demand”. It is heartening to note that our sample respondents were not shy in using the internet, both for personal and the NSS work. A substantial majority, both male and female, used internet for carrying out NSS activities: to connect people, to collect information, to share and exchange , they information with select clientele, Internet provided a platform to share knowledge, ideas and to unite on various topics of national importance like corruption, inflation and poverty. Internet provides a vast amount of information but how reliable it is, one is not sure. Personal and institutional biases do influence collection and interpretation of the data being made available through the internet. Our respondents did come across this problem while using information gathered through the internet. They pointed out that the problem at the ground level was bit different from what was stated in the internet information.

### **What Next?**

Youth from diverse backgrounds and experiences, who are not enthusiastic in joining the NSS in the College, should be encouraged to join the NSS. To do so, it is necessary to be sensitive and conscious in a diverse and multicultural society like India. To engage and motivate youth:

- a) Provide/engage in those activities that directly relate to community or youth needs.
- b) Teach critical skills through training, careful

supervision, addressing problem solving, leadership, teamwork and life skills.

- c) Use the services of former NSS volunteers in motivating youth.
- d) Logistical issues that may affect youth participation need to be properly addressed to. Such issues may include lack of transportation, conflict with college and work schedules, giving due weightage and appreciation of their work. Simple incentives like food can also make a difference.

### **Concluding Remarks**

Education and empowerment of youth is closely linked. The future generation, must be equipped with the skills they need to succeed. The NSS is one of such programme that aims at helping the youth, to acquire necessary skills and capabilities so that they can play an important role in the reconstruction of the society. The NSS inculcates the value of “giving back” to the community, in the youth. By working in the community, they develop a variety of skills and gain new perspectives. It enables them to develop leadership skills, self-esteem and positive attachment to their communities. This will go a long way in enabling them to realise their full potential.

The rewards of a youth empowerment approach, like the NSS, are significant. It is essential to invest in youth empowerment as they are leaders of tomorrow and if opportunities are made available to put their natural abilities through creative and productive channels, they can go a long way to create a vast reservoir of wealth for the next generation.

### **References**

T.Erlich, *Civic Responsibility and Higher Education* (Westport, CT: Oryx Press, 2000)

E.Michelsen, J.F.Zaff and E.C.Hair, *Civic Engagement Programs and Youth Development: A Synthesis* (Washington, DC, 2002)



# **Contextualizing E-Governance in New Media Milieu**

**Dr. Dharmesh V. Dhawankar**

**Abstract-** *An oft-stated view held by scholars and political observers is that given the unique characteristics of the Internet, the technology offers real opportunities for democratization and political transformation, especially in societies where the basic rights of freedom of expression and the press are constricted by state control. This paper seeks to challenge this main assumption by examining the impact of the Internet along with the politics surrounding its use in Asia, with specific attention to the cases of China and Singapore. This paper postulates that in the cases of certain authoritarian regimes such as China and Singapore, not only has the presence and use of the Internet failed to spawn strong opposition movements, but authorities in these states have cleverly entered the domain of online expression and have utilized the technology to improve governance and control of these societies.*

**Key Words:** E-Governance, New Media

## **Introduction**

Throughout the 1990s and onwards, there has been a growing body of literature on the impact and implications of the Internet on democratization and governance as the Internet has evolved to become a central component in liberal individualist visions of electronic democracy. Many have advanced the case that the Internet, unlike any other mode of communication, is immune to government control; many contend that the World Wide Web will destroy hierarchical orders of authority, stifle any restrictions placed on it and unleash the free exchange of information and ideas worldwide. In short, it will precipitate the demise of the state and democratize regimes heretofore resistant to political change. The Internet is a potentially powerful feature in this debate as it is a prominent part of the convergence and world-wide impact of the "knowledge explosion" wrought by new sciences and technologies. In a time of momentous change and instant communication, the compartmentalization of the world is gradually dissolving, making it increasingly difficult for the political elite to isolate its people from such change. Indeed, many democratic theorists postulate that the information

revolution will force open political and social systems as governments will need to develop more tenable concepts, policies, programs and institutions by which they can deal with said change. One of the major deficiencies in past research is that they make generalizations on the political impact of the Internet based on the technical and architectural features of the Internet, thereby abstracting and decontextualizing the technology from the national and political contexts in which it was introduced. An examination of the experiences of China, Singapore and Iran will show that the technology does not produce uniform and undifferentiated effects across varying countries and contexts. There is a real need to embed research in this area into the national political context; to understand Internet use and its impact on developing nations, we need to adopt an approach that takes into account the numerous socio-political factors and variables that intervene in the political use of the technology. The paper is primarily concerned with and will define 'civil society' as the collection of activities which can be identified as strong opposition movements or an agitation against the state and government actions.

---

*Dharmesh V Dhawankar; Ph d teaches at Dept of Mass Communication, Nagpur University, Nagpur for last one decade. His academic interest includes studies in New Media, Communication Research and Governance.*

In this paper, I will argue that while the Internet has engendered greater political and social awareness, ultimately, it cannot be said to be a democratizing force. Experiences in the use of the Internet in several Asian countries reveal unforeseen dynamics which have not been captured by a large body of literature and studies which focus primarily on North America and Western Europe, where democratic traditions have been entrenched for centuries. In this paper, I am making two main contributions. First, I advance the argument that in the case of China and other authoritarian and semi-authoritarian states such as Singapore, the development of Internet technology and its use, have failed to engender democratization or more active opposition movements. Contrary to prediction, the very reverse is in fact happening, whereby state authorities are emboldened and enriched by the Internet and have begun to see and use the technology as a vital tool for governance and control. Secondly, I identify a number of conditions which contribute to the strengthening of the authority of the nation-state, making it possible for certain governments to suppress online activism. The first and perhaps most important of these conditions is the ability and foresight of certain states to put into place the necessary legal and regulatory mechanisms to prevent and stop the medium from straying into impermissible territory. Those states which had the foresight to enact strong controls before the proliferation of Internet technology have a clear advantage over those which do not have such mechanisms in place and are merely reacting to any changes and advancements in the technology. Another crucial condition for success is the proper use of e-government. Those states which recognize the political and administrative benefits of the Internet are now taking and streamlining government operations online, thus putting those with a more sophisticated understanding of the potential of the medium at a distinct advantage.

### **The Internet as a Democratic Tool**

Since its inception, the Internet carried with it an anti-authoritarian feeling and was envisioned by social scientists, politicians and communication practitioners to be a potentially liberating and

democratizing force in the world. As part of a wave of new advances made in information technology, the Internet was regarded as a particularly potent instrument for the spread of pluralism and democracy in countries where constrictions are placed on political debate and participation. The rapid and dramatic expansion of the technology globally has captured the imagination of scholars and led to predictions that the Internet will break down political control and usurp the tight-fisted reign of authoritarian rule.

In current literature, the relationship between the Internet and democracy has been clearly and often cogently delineated. Some of the characteristics that are said to be central to the Internet's ability to corrode totalitarianism include first and foremost, its ability to erode physical and political borders as information bits travel along fiber-optic cables or over satellite bandwidths and mushroom to reach millions around the world. The open-ended, decentralized structure of this medium then allows for the rapid dissemination of information not previously seen with other forms of print and broadcast media. The speed of the Internet's development and diffusion will likely elude central government control or at the very least, render it extremely difficult for states to cope with. With the world's information resources now readily available within reach and with the cost of publishing one's views having rapidly diminished, this new powerful new mode of free expression is predicted to be ground-breaking for many societies. But more than just free expression, the Internet provides the ideal venue for individuals with like views interests to freely associate, share information and jointly advance their agendas – political or otherwise. And it is this particular characteristic of the Internet which is said to pose the greatest challenge to dictatorial regimes as the empowerment of citizens is said to bring about the slow erosion of authority generally. Related to this then, the Internet thereby crucially limits the ability of governments to regulate the activities in which citizens engage online. Lawrence Lessig of Harvard Law School contends: "Borders keep people in and hence governments could regulate. Cyberspace

undermines this balance... (and) escape from regulation becomes easier. The shift is away from the power of government to regulate and toward the power of individuals to escape government regulation." More generally, the Internet acts as a powerful enabler of education – a crucial foundation of democracy. It permits access to a vast array of information from global sources, increasing the ability of citizenry to bypass state-controlled media and to think outside the political parameters established by the government. Newspapers, articles and even books are made available for online scrutiny, a haven of knowledge for a growing middle class. The Internet is also believed to have the power to bring about government change, forcing the state apparatus to become more democratic. As those countries which insist on maintaining nineteenth-century methods of conducting business will be doomed to failure, many states will be forced to take their daily business online, thus making government information more readily accessible and transparent to citizens. This opens up a line of communication and information sharing between state officials and the citizenry not previously available.

### **Is the Authority of Nation at Stake?**

The imputation that there is an inherently political character to the Internet is ultimately erroneous as its impact cannot really be separated from human use of the technology or be abstracted from the national and political contexts in which it is introduced. The experiences of Singapore and China testify to the fact that the mere existence of technologies such as the Internet has little or no relevance for democratization, unless other necessary and critical conditions are also in place. The purely technical characteristic of the medium along with its glorious democratic potential cannot be extrapolated from the socio-political factors and variables that drive uses of such technologies in specific ways and contexts. While in theory, anyone may access and share political and controversial news online, this potential is still limited and manipulated by coercive instruments which are at the disposal of the state machinery. In countries with weak or nascent democratic traditions, the inherently global structure of the

Internet clearly has not eroded the power and authority of the nation-state to take action against media coverage that is critical of a nation's practices and political establishment. In the cases under study, China and Singapore serve as potent examples of authoritarian regimes which have exercised their power to establish very effective controls over the Internet and which, to the chagrin of many, have managed to utilize the medium to further state goals. Both states had the foresight to establish strong legal and regulatory mechanisms in order to guard and govern online activity. There is a definite sense that while authorities in these countries are actively promoting Internet technology, any such progress is very much controlled and manipulated by the government in power. These states appear to recognize the benefits of the Internet and have embraced it as a state tool to help streamline and strengthen governmental operations and functions. In the case of China more so than Singapore, authorities have also managed to pacify both domestic and foreign Internet media actors, ensuring that cooperation from this sector is rewarded with government support for continued business in the country. A crucial characteristic that these states share is the ability to stay ahead of the game by utilizing their technological and organizational savvy to mollify both the public and Internet media. As a result, the vast majority of Singaporeans and Chinese appear to have fallen into a state of complacency. Some may remain ignorant of the state's control and manipulation of online content but it would be fair to say that many simply do not care. For the average middle-class individual, the cost of dissent is prohibitively high; with self-censorship being the far the more pragmatic course of action. Iran appears to challenge the claims of the paper by serving as a contrast case which illuminates the reasons behind the failure of some developing countries to control the Internet. The Iranian government has operated under a set of political and social circumstances which contrast greatly from those of China and Singapore. In the initial stages of Internet development in the country, authorities there actively welcomed the unfettered growth of the technology; Iran is then in a much weaker state as controls are more difficult to implement once the

technology has blossomed. And not only does Iran's control regime lag behind those of China and Singapore, but the country have not displayed an understanding of the importance of e-government. In short, Iranian authorities have not utilized the Internet with the brand of creativity and imagination that Chinese and Singaporean authorities have displayed. And perhaps more importantly, the citizens of Iran and most especially, its youth, are hungry for political and socio-economic change and they are taking their opinions online. This concoction of forces means that Iran has not managed to successfully utilize and reign in online resources and will continue to find itself more exposed to protest than its Asian counterparts.

### **Attempts to Regulate the Internet**

Developments in the Asian Internet landscape undoubtedly belie the notion that the Internet eludes all forms of regulation and control. In this context, states have managed to put in place the necessary legal and regulatory mechanisms to stop the medium from straying into impermissible territory. National security and stability, the preservation of moral and ethical standards along with the need to punish violators of the law have constituted some of the stronger arguments in favour of regulatory mechanisms. When the Internet was first introduced into China, it was bound by few rules and regulations; but once the number of users began to climb, authorities realized its vast potential and sought to rein the new medium in. The development of the Internet has been placed under the control of three government agencies: the Ministry of Information Industry (MII), the Chinese Academy of Sciences (CAS) and the State Education Commission (SEC), with the MII holding the majority of the responsibility for regulating its growth. Much of the concern surrounding the use of the Internet is the exposure of citizens to potentially subversive and damaging online content. Given that the state has long had restrictions on the spread of material related to pornography, gambling and anything deemed "counterrevolutionary," the Internet posed a very real threat which the government was ready to combat.

In order to suppress undesirable online content, the government has employed a complex system of surveillance and punitive action as a way of promoting self-censorship among the public. The state has managed to control the actions of Internet Service Providers (ISPs) and Internet Content Providers (ICPs), placing responsibility for infractions of regulations at their door. All ISPs must obtain an operating license from the MII and keep meticulous records of each customer's account number, phone number, IP address, sites visited and time spent online. With the proliferation of Internet cafes across the country, the government has sought to supervise their activities as well, expecting that owners will generally police themselves and comply with regulations. For those websites which have managed to bypass filtering through these various stages, the Ministry of Public Security (MPS) reportedly employs over 30 000 human monitors or "cyber-police" to scrutinize online content. Violations of government regulations have met with strong punitive measures. Websites which did not obtain government authorization before distributing news faced the threat of closure and fines of up to 30 000 yuan (US\$ 3 700). The country reportedly holds anywhere between 15 and 54 "cyber dissidents" in prison for posting material that is deemed subversive. While cases which have escalated to the point of arrest and imprisonment are rare, stiff fines and prison sentences have scared off the vast majority of Chinese citizens, effectively sending the message that the state will not tolerate opposition. By imposing strict rules guiding Internet use and by enacting unforgiving punishment on violators, the state has stunned the public into silence by making the cost of dissent prohibitively high.

### **Internet: The Indomitable Governance Tool**

The possibility of the Internet becoming another medium dominated by the powerful is a very real possibility in authoritarian regimes. For a Chinese audience that is concerned with current events, the government has sought to satiate its appetite for news by inundating the Internet with state-approved sites – a strategy which has proven to be successful. In order to distract

netizens away from subversive material, these attractive, glossy sites drive down the need for users to access foreign sites. By cleverly opening up selective public spaces, the state has been able to mould the public sphere of debate and to channel political discourse in the direction of its choice. True to its title, the 'Strong Nation Forum' is intended for discussions on how China may transform into a stronger nation. So long as postings are not directed against the government and does not challenge state policies, the site provides an officially tolerated outlet for nationalist sentiment. Crucially, by allowing for the growth of controlled nationalism and for forums such as this one and others to generate much needed debate, the government is preemptively allowing for the broadening of acceptable discourse in order to stave off a massive blow-out of pent-up public frustration. Many observers enthusiastically argued that the SARS epidemic would like be "China's Chernobyl", a breakout event which would induce fundamental political changes at the institutional level. However, it did not take long for the government to realize the potential of the Internet as a propaganda tool; at the height of the outbreak, in typical Chinese propagandist fashion, officials used the Internet as a mass mobilization tool to capitalize on the patriotism of the Chinese people and called on citizens to organize social groups to join its efforts in defeating the disease. It would appear that citizen confidence in the government was duly restored and China was even internationally praised for its handling of the crisis. Indeed, the dual nature of civil society and its relationship with the state is demonstrated here as citizens may just as easily become a tool of the state as they may oppose state actions. By monitoring and tolerating a degree of healthy discussion in the relatively controlled environment of chat rooms and bulletin boards, the state is realistic about the fact that citizens in a country that is bursting with socioeconomic growth will acquire and deliberate new ideas, and will need to vent and voice their dissatisfaction. So long as discussion does not directly demean the Party-state, the Internet in actuality provides a means by which officials can gather otherwise unattainable information by tapping into the

heart of public opinion. Authorities can now enter the domain of problem articulation, gauge exactly where the citizenry stands on any given issue and be notified when the tide of opinion is shifting or changing, making the task of governance arguably easier.

### **Ameliorate through E-Governance**

Because the state has always confronted the problem of decentralized authority, the Internet allows the Centre to consolidate its power and establish a more efficient means of communication with provincial governments. The Chinese state today is also cultivating a more sophisticated understanding of the possibilities of e-government and has actively adopted the medium to advance its own goals. While such a move appears to render the government more vulnerable to critique by allowing citizens to access information previously unavailable, it is a step which in the long run, will likely strengthen the regime. In the eyes of the public, e-government helps to increase the transparency and legitimacy of government agencies and shows that the state is committed to the improvement of civil services. By going online, the state manages to at once enhance efficiency and secure the confidence and trust of the people.

Many believe that the Internet will invite scholars and intellectuals to take their thoughts online, which will result in a flourishing of ideas and a new heretofore unseen activism in this group. To a certain extent, this is true. The expanded space of free expression for intellectuals spells progress as they are signing on to the Internet in large numbers; intellectual websites such as the Formalization of Ideas, which directs serious and scholarly attention to pressing social and political issues are on the rise. Interestingly enough, on this front, the state has adopted new and more subtle strategies and is resorting to a more refined control mechanism than that which is currently employed against the print press or the general public. Rather than shutting down controversial sites outright (though this will always remain an option), authorities extend a greater degree of tolerance towards intellectual website editors, inducing the latter to exercise their own good judgment on the admissibility of submitted

articles. Given that there are no strict guidelines as to what constitutes permissible material, and the ever-present fear of being punished by the state looms large, editors, in order to ensure the physical viability of their site will err on the side of caution and publish articles which would not offend the sensibilities of state actors. The state does not directly interfere with editorial decisions because it does not have to. Remarkably, officials manage to achieve their goal by trusting webmasters to conduct self-censorship and as a result, topics such as the cases of corruption, independent labour unions and political pluralism are virtually untouched by mainstream intellectual websites. After an initial period of free development, many intellectuals discover that there are very real limitations to their capabilities and have found that it is simply easier to give in to the state and offer their cooperation. This way, they can access significant financial and political resources, which they can use to polish their websites to make them more prominent and appealing. This de facto alliance between the state and intellectuals means that a truly free, electronic press for academics will not likely emerge in the near future. A medium which holds so much promise for independent thought formation is submerged under the pressure of more pressing, pragmatic concerns.

## Conclusion

Forced to choose between jumping on the information superhighway and languishing on the unwired byways of technology, many authoritarian regimes are embracing the Internet; in so doing however, the state has still managed to maintain strict control over media and information channels through regulation and ownership. While the Internet undoubtedly offers more multidirectional flow of information than other media and harbors extraordinary potential for the expression of citizen rights and human values, it would be naïve to suppose that this technical feature actually engenders the breaking down of information hierarchies and monopolies or that it can act as a replacement for social change or political reform. Information alone is simply not strong enough to establish democracy. The sheer availability of information or the

existence of information channels cannot in themselves guarantee political involvement and activism; the impetus for political reform must arise from a population that will agitate for change and is loath to negotiate away its freedoms. The Internet may provide a forum for human rights and political activists to conspire and gather force but forecasts of a net-based autonomous group formation of the wider population at large appear bleak. At the moment, there is little indication that Internet forums are contributing to a greater degree of civil society in states which have managed to institute various mechanism of control. Thus far, states like China and Singapore have been successful in nurturing a technology-savvy populace at the same time that the political ramifications of this technology are tempered. This is not meant to discourage those hopeful for change in authoritarian regimes. Any assessment of these states' achievements is premised on the fact that a country like China has not experienced any major disruptions since the inception of the Internet. Should the economy falter dramatically in the future or should some unforeseen incident trigger major political commotion on a scale comparable to Tiananmen Square, the Internet will likely be the avenue through which agitation and dissent will gain momentum. And unlike the case of Tiananmen, this time round, the story will be impossible to contain as the country would learn of the brutality of which Beijing is capable. There is no doubt that civil society will continue to push the boundaries of permissive acts and test and renegotiate the limits of toleration. For the time being, however, the continued relevance of nation-states even in an age of globalized media systems is a fact which cannot be ignored.

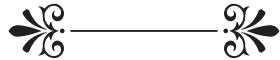
## References:

A b b o t t , J a s o n P . ( 2 0 0 9 )  
“Democracy@internet.asia? The challenges to the emancipatory potential of the net.”

Baber, Zaheer. Ed. (2005) Cyber Asia: The Internet and Society in Asia. Leiden: Koninklijke Brill NV,

Cukier, Kenneth Neil. (2005) “Who Will Control the Internet?” Foreign Affairs, Boston Press

- Diamond, Larry. (1999) *Developing Democracy toward Consolidation*. Baltimore: Johns Hopkins University Press
- Dickie, Mure. (2007) "China Learns to Click Carefully." *Financial Times*.
- Gilley, Bruce. (2004) *China's Democratic Future: How it will happen and where it will Lead*. New York: Columbia University Press
- Gomez, James. (2002) *Internet Politics: Surveillance and Intimidation in Singapore*. Singapore: Think Centre.
- Hachigian, Nina. (2002) "Telecom Taxonomy:
- How are the One Party States of East Asia Controlling the Political Impact of the Internet?" The University Press Bochum
- Hoff, Jens. (2006) *Internet, Governance and Democracy: Democratic Transitions from Asian and European Perspective*. Copenhagen: Nordic Institute of Asian Studies Press
- Katrin Voltmer (2006) *Mass Media and Political Communication in New Democracies*. . New York: Routledge
- Wong, Bobson. (2004) "The Tug-of-War for Control of China's Internet." China Rights Forum



# Rise of China in the International Politics

Dr. Mukesh Bagoria

**Abstract-***The rise of China in the international Politics as a world power has been recognised by the world since it came into being in 1949. With its political leadership and consistent economic growth, China has been able to prove to the world its capabilities in different areas and as a responsible power in the world. It has been able to implement policies which have helped its growth and at the same time signed international/ bilateral agreements that have improved its image in the world politics in the last three decades.*

**Key Words:** China, International Politics

## Introduction

When People's Republic of China came into being on 1st October, 1949, it was weak and poor. It had endured seven years of war with Japan and another four years of civil war. Its economy was in shambles because of these wars and the high inflation due to the mismanagement of the monetary policy. The civil war was not over. The new regime faced resistance in the South and South west and the Republic of China, while vanquished on the mainland, held out to Taiwan, hoping to rebuild and renew the civil war. Britain retained its colony in Hong Kong, and Portugal continued to hold Macao.<sup>1</sup> Internationally also China's legitimacy was under watch as it was recognised only by eighteen countries in the first year of its existence mostly by the communist countries. None of the European major countries had recognised People's Republic of China. United States of America recognised China in 1950 when the Korean War began. It is also the signatory/ founding member of the United Nations in 1945. Later on became the permanent member of the General Assembly and the Security Council in 1971.

The rise of China from uncertain beginnings in the international order was shaped by the international environment. In the initial two decades the Republic of China was not recognised in the international system because of

which it could not advance its national security and development through the conventional means of diplomacy. The world economy at that time was dominated by USA. It was only after China became a member of the United Nations that it got recognition at the world forums and could achieve its international bilateral as well as multilateral relations with the other countries of the world which helped China to gain access to the world economy and establish trade relations in the world.

China's rise over the decades reflects a combination of two factors. One factor- and the one most widely credited – was the rise of power in the late 1970s of leaders whose priorities differed fundamentally from those of Mao Zedong, the man who had led the Communists to victory in 1949 and who dominated the People's Republic of China's politics until his death in 1976. In particular, the rise to power of Deng Xiaoping and the policies of reform that he began launched China onto its spectacular ascent in international affairs. The other factor was the emergence of an international context that made Deng's policies possible and effective<sup>2</sup>.

The national agenda of the 'New China' incorporated three major priorities- first was national unification second was the national development and the third priority was the

---

Dr. Mukesh Bagoria holds Ph.D from Centre for American Studies, School of International Studies, Jawaharlal Nehru University, New Delhi and teaches Political Science at University of Delhi. He has also been a fellow at the Multinational Institute of American Studies, Steinhardt School of Culture, Education and Human Development, New York University, New York, USA. His research interests and expertise are in Indian Diaspora studies, Indo- US Relations and International Politics.

transformation of the Chinese society. To achieve these goals the Communist Party of China was unified and was supported by the people and USSR also supported it. The Sino-Soviet agreement signed by Stalin and Mao in February, 1950 in Moscow brought with it Soviet assistance, advice and aid that helped the transformation of the Chinese economy, society, army and political order along Stalin models. With the help of the USSR, China started its economic development on the basis of Five Year Plans in 1953. China reformed its agriculture which led to the transformation of the Chinese economy, which later on helped in the transformation of the society as well. The political institutions in China were established on the basis of the Communist Party of China modelled like the Leninist Party in USSR having a monopoly over power. This monopoly helped it to have deep grass roots in all the Chinese political, social and economic aspects. USSR also helped China to modernise its army- the People's Liberation Army into a more professionalised military force.

The Sino-Soviet relations deteriorated in the late 1950s and mid 1960s but the Chinese were able to increase its military strength on the basis of the initial training received from the Soviets. The strained relations between the two communist countries had its impact on China in terms of its isolation from the world. The China's rising strength in the international affairs is conventionally associated with the reform policies launched in the early 1970s. Deng was appointed Chief of General Staff. Zhou Enlai reintroduced the four modernisations in January 1975 as a national policy to build a modern agriculture, industry, science and technology and national defence by 2000. The four modernisations had been first introduced in 1964 but were dropped with the introduction of Cultural Revolution.

Across the 1970s, Beijing's foreign policy discourse changed in step with its increasingly insider status in the world politics. The class-based revolutionary rhetoric gave way gradually to a more flexible foreign policy couched in terms of nation-state relations. Appeals to "proletarian

internationalism" gave way to policies defined on the basis of national interest. Calls to rally on "international united fronts" against "imperialism" by "superpowers"- terms that appeared in Lin Biao's formulations at the 1969 party congress. The emergence of these changes was constrained by two realities. First was the persisting polarization of leadership politics in Beijing, exacerbated by the struggle to succeed Mao. The other was the persisting limitations on relations with the two powers most important to Beijing- United States of America and Japan<sup>3</sup>. The relations between China and US normalised only after the visit of US President Richard Nixon in 1972 for a brief period. Tokyo had established diplomatic relations with Beijing during the visit of Prime Minister Tanaka Kakuei in 1972 but full normalisation of relations could not be taken place until the peace treaty was concluded between them ending the WW II could not be resolved quickly.

Deng's policies of 1978 on development transformed the Chinese people, economy and politics. Deng was of the opinion that movements like Cultural Revolution must not be allowed to reoccur. He also believed that China's reputation in the world had changed and also there was a transformation in the world economy. Deng opened up the Chinese economy to the world and relook at the relations between the economy and the state. He reformed the agricultural and industrial policies in the 1980s. He had also created special economic zones to attract international players to the Chinese markets and provided tax-free benefits. As a result of these policies, foreign business was throughout China by the 1990s.

With the surge of the economy, China also started to readdress its security challenges. In the early 1980s China worked upon to improve its relations with USSR. At the same time China was trying to have cordial relations with USA and Japan during this period. Deng also tried to modernise the PLA in 1985. A primary focus of the PLA's modernisation has been reduction in forces. The decision to reduce the size of the military by 1 million was completed by 1987. Staffing in military leadership was cut by about

50 percent. Subsequently, the PLA was reduced by a further 500,000 during the Ninth Plan (1996–2000) and another 200,000 by 2005<sup>4</sup>. Thus the economy was growing and at the same time modernisation of the army laid the foundation for the rise of China in the later decades. One of the main focus areas in China's 11th Five Year Plan has been the development and launch of communication satellites with increasing service life and enhanced bandwidth, to cater to the increasing needs of its burgeoning civil and military customers<sup>5</sup>.

China improved its bilateral relations with USSR in 1989. The events of Tiananmen Square in 1989 derailed the process of having good relations with the world- sanctions were imposed on China and consequently, its economy suffered. In December, 1991 USSR collapsed leaving the world to be a unipolar with the dominance of United States of America for a while. At the same time Deng was also becoming old and the Communist leadership was passing to new leaders who were not as strong. China was passing through a dilemma at this juncture because of the changing international order. China was looking at the changed international order with caution. China also tried to blunt the American dominance during this period by having multiple partnerships with various other powerful nations like Russia, France, Japan, Germany etc. China also started flexing its muscles in the United Nations in the late 1990s. China started supporting the multilateral organisations during this period like the ASEAN, in Central Asia, China collaborated with Russia to create the Shanghai Five in 1996, which was in 2001 reorganised as Shanghai Cooperation Organisation (SCO).

Now-a-days China is an established world power. For almost last three decades China has emerged as an economic power in Asia and the world and at the same time the economies of the Asian region has also seen a tremendous growth. Today China has emerged as the fourth largest economy in the world after United States of America, Japan and Germany. China has evolved a new scientific concept of development, which puts people first and attaches importance to sustainable growth.

China has attempted to pursue a new mode of growth, characterised by a sustainable, peaceful and cooperative development. China's development, like in many other developing countries, is a great historic experiment of modernisation in the post-industrialisation era. Peace, harmony, development and cooperation are the defining values of Chinese domestic, foreign and security policy making. The prevailing phrases of 'Beijing Consensus', 'China's New Diplomacy', and 'China's New Security Concepts', have frequently appeared hand-in-hand with the phrase, 'China's Rise'<sup>6</sup>.

The new leadership of China, which assumed its position at the beginning of the 21st century, repeatedly emphasised that it intends to pursue relations with its neighbours in the spirit of cooperation and mutual benefit. It means that in pursuit of its ambitious goals of national development set at the 16th Chinese Communist Party Congress in 2002 and needing peaceful regional environment for their implementation, China decided to abolish its previous model of keeping controlled level tensions in relations with its many neighbours in favour of building benign relationships with them<sup>7</sup>.

In pursuit of this new foreign policy and security model, China decided to repair its highly strained relations with the ASEAN countries. The most contagious issue in their relationships was the dispute over the territory of Paracel and Spratly Islands in the South China Sea, which sometimes led to confrontations. China took many steps to improve relations with the ASEAN countries on the basis of mutual cooperation, partnership and benefit. In this regard, China signed an agreement with the ASEAN countries in 2001 to establish a joint free trade zone with them by 2010. China also reduced import tariffs on a number of commodities imported from these countries. In 2002, China signed a framework agreement on economic cooperation that further advanced their ties. In the same year China and ASEAN signed an agreement, the Declaration of the Code of Conduct on the South China Sea, which rejected the use of force as a method of resolving territorial disputes among them. China also joined the ASEAN Treaty of Amity and

Cooperation in 2003 as the first major non-regional power<sup>8</sup>. All these measures were appreciated by the ASEAN members and started to cooperate with China.

The China-Pakistan strategic partnership which started as early as 1951 has continued to grow and both nations have enjoyed the mutually beneficial relationship. It is the largest defence supplier to Pakistan. China has been supplying weapons to Pakistan since 1960s. China has extensively supported Pakistan in building up its nuclear capabilities. China's continued missile technology assistance to Pakistan has contributed largely in Pakistan's ballistic and cruise missile capability build-up. The Chinese assistance in missile transfer technology to Pakistan accelerated after Pakistan's nuclear test in May 1998. The Chinese support to Pakistan has strained relations between India and China.

India had cordial relations with China in the 1950s. Both the Indo-China relations suffered a setback when China attacked India in 1962. The visit of then Indian Prime Minister Rajiv Gandhi in 1988<sup>9</sup>, first visit of the Indian PM after Jawaharlal Nehru in 1954 marked a turning point in the Indo-China relations after the 1962 war. It is necessary for both the nations to have strong bilateral relations as both the growing powers in Asia. Both are aspiring to be the leaders in the region. Both the nations have to come to terms with the disputes and settle them amicably to grow peacefully in the region.

China relies on “3M” strategy to show its strength i.e. Military build up that would create access and capabilities to forward base its military presence and engage in military partnerships with countries that are isolated in the international community, the whole objective being to secure its interests in the vital sea-lanes of communication. It has created its own “string of pearls” in the Indian Ocean region to secure its trade and energy sea-lanes. Multilateralism has come with its aggressive economic presence and the pro-China regional initiatives like the SCO and East Asia Initiative that aggressively elbow out India, Japan, and the United States of America. Multi-polarity with its strategic engagements with Russia and other states aims to

counter attempts by the US and its other allies to contain China's regional and global aspirations<sup>10</sup>.

In the late 1990s and to a greater extent, in the early 2000s, Beijing demonstrated that it could under the right conditions, learn from external feedback. China experimented with several rhetorical and theoretical frameworks for its foreign policy. In 1997, Chinese leaders outlined a “new security concept” which defined security as mutual, not zero-sum, and emphasised participation in multilateral institutions. China's “peaceful rise” associated with scholars said to be close to Hu Jintao, laid out three core principles for Chinese foreign Policy:- China's rise to wealth and power depends on its own continued economic reform; China's rise will take a long time; and China's rise cannot be accompanied at the expense of other nations<sup>11</sup>.

China's position in the space technology can be judged by the fact that it is next only to US and Russia in the number of satellites in orbit. China had a total of 58 active satellites in the orbit in Jan 2010 compared to 437 of the US, 94 of Russia and 21 of India<sup>12</sup>. China plays a larger role in global trade and investment. It conducted about US\$ 2.5 trillion in total international trade in 2009 and it was the world's largest exporter of merchandise. It was the second largest merchandise importer. China's total international trade was equivalent to nearly 60 percent of its GDP. Partly as a result of its role in manufacturing assembly and reprocessing trade, China runs a large trade surplus. China's current account surplus was about 4.7 percent of its GDP in 2010, down from its recent peak of 8.7 percent of GDP in 2007<sup>13</sup>.

China has been able to keep up its education levels at par with the west. The Chinese universities have been able to produce a large number of science graduates and engineers, doctors and social science students but there is a question mark on the quality they have been producing. China has been attracting lot of foreign direct investment. China has been exporting heavily to United States of America which is also improving the Chinese economy and at the same time impacting the US economy. China's surge is a new phenomenon for the world.

China is a competitor for the Western and European companies in the field of energy and metal markets. China has also ventured into buying energy stakes in oil and gas fields all over the world. Despite the heavy investment by the US companies in the China, disputes have cropped up regularly relating to market access, protection of IPRs. Today, after nearly two and half decades of close economic relations, there is cause for worry rather than complacency because Chinese companies are venturing out to the US and other industrial countries and trying to buy up their most important companies<sup>14</sup>. China has been rising as a region power as well as the world power steadily for almost last three decades. It needs to be seen if it can carry on this growth as the rising power in terms of economy, military, political and social and at the same time contain the wide disparity within the country as well as peaceful rise in the Asian region and the world.

#### **Notes:**

- 1 Miller, Alice Lyman & Wcch, Richard, ed, *Becoming Asia:Change and Continuity in Asian International Relations Since the World War II*, Cambridge University Press India Pvt. Ltd., New Delhi 2011
- 2,3 ibid
- 4 Ghish Probal, Chinese People's Liberation Army Architecture and Its Approach to Modernisation, in Singh, Jasjit, ed, *Essays on China*, KW Publishers Pvt. Ltd. New Delhi 2012.
- 5 Lalitendra, Kaza, "Dragon in Space: Implications for India" in Singh, Jasjit, ed, *Essays on China*, KW Publishers Pvt. Ltd. New Delhi 2012.
- 6 Liu Xuecheng, "China's Strategic Culture and Its Political Dynamics" in Malik V.P. & Schultz Jorg, ed, *The Rise of China: Perspectives from Asia and Europe*, Pentagon Press, New Delhi, 2008
- 7 Chufrin Gennady, "Rise of China: Implications for Security in East Asia", in Malik V.P. & Schultz Jorg, ed, *The Rise of China: Perspectives from Asia and Europe*, Pentagon Press, New Delhi, 2008
- 8 ibid
- 9 Chawla Shalini, *China-Pakistan Strategic Nexus: Implications for India*, in Singh, Jasjit, ed, *Essays on China*, KW Publishers Pvt. Ltd. New Delhi 2012.

- 10 Lawrence, W, & Prabhakar S., "China's Strategic Culture and Current International Dynamics: Perspectives from India" in Malik V.P. & Schultz Jorg, ed, *The Rise of China: Perspectives from Asia and Europe*, Pentagon Press, New Delhi, 2008
- 11 Gilboy, George J., Heginbotham Eric, *Chinese and Indian Strategic Behaviour: Growing Power and Alarm*, Cambridge University Press, New York, New Delhi, 2012
- 12 Lalitendra, Kaza, "Dragon in Space: Implications for India" in Singh, Jasjit, ed, *Essays on China*, KW Publishers Pvt. Ltd. New Delhi 2012.
- 13 Gilboy, George J., Heginbotham Eric, *Chinese and Indian Strategic Behaviour: Growing Power and Alarm*, Cambridge University Press, New York, New Delhi, 2012
- 14 Sengupta Jayshree, "Economic Relations between the US and two Asian Gianst", in Rasgotra Maharajakrishna, ed, *The New Asian Power Dynamics*, Sage Publications India Pvt. Ltd. New Delhi 2007

#### **References:-**

- Gilboy, George J., Heginbotham Eric (2012), "Chinese and Indian Strategic Behaviour: Growing Power and Alarm", Cambridge University Press, New York, New Delhi,
- Guruswami, mohan & Singh Zorawar Daulet (2009), "India China Relations: The Border Issueand Beyond" Viva Books, New Delhi
- Malik, V.P. & Crome Rehard (2006) "Europe and Asia: Perspectives on the Emerging International Order" Lancver Publishers & Distributors, Delhi
- Miller, Alice Lyman & Wcch, Richard,(2011)"Becoming Asia:Change and Continuity in Asian International Relations Since the World War II", Cambridge University Press India Pvt. Ltd. , New Delhi
- Rasgotra Maharajakrishna, ed,(2007) " The New Asian Power Dynamics", Sage Publications India Pvt. Ltd. New Delhi
- Singh, Jasjit, ed, (2012) "Essays on China", KW Publishers Pvt. Ltd. New Delhi

# **Empowerment of Women in the Twelfth Plan**

## **Dr. Garima Malik**

**Abstract-***Development is a process of expanding freedom for all people. While development means less poverty or better access to justice, it should also mean fewer gaps in well-being between males and females. There is an increasing recognition by the international development community that women's empowerment and gender equality are development objectives in their own right, as embodied in the United Nations Millennium Development Goals. Gender equality can have large impacts on productivity. For an economy to reach its full potential, women's skills and talents should be engaged in activities that make the best use of those abilities. When women's labor is underused or misallocated—because they face discrimination in markets or societal institutions that prevents them from completing their education, entering certain occupations, and earning the same incomes as men—there are economic losses. In India token schemes and programmes have been adopted at the central and state levels at different points of time with insignificant results. Problems affecting the women in the country are getting aggravated as time passes. This paper seeks to examine the dimensions of the issues confronting women in various fields of life right from cradle to grave, certain steps taken by the government to ameliorate the grave issues affecting them and examine the approach adopted in the Twelfth Plan.*

**Key Words:** Gender Equality, Economic Growth, Twelfth Plan, Discrimination

*"The systematically inferior position of women inside and outside the household in many societies points to the necessity of treating gender as a force of its own in development analysis"*

*—Amartya Sen, Nobel Laureate in Economics*

### **Introduction:**

The past few decades have witnessed a steadily increasing awareness of the need to empower women and achieve gender equality through measures to increase social, economic and political equity, and broader access to fundamental human rights, improvements in nutrition, basic health and education. The concept of gender equality has been gaining importance as the subordinate status of women in relation to men has been seen in almost every facets of life.

The Platform of Action resulting from the 1995 Beijing World Conference on Women expanded the concept and called it as 'gender mainstreaming' i.e., the application of gender perspectives to all legal and social norms and standards, to all policy development, research, planning, advocacy, development, implementation and monitoring—as a mandate for all member states. The gender factor was no longer to be only a supplement to development but central to the practice of development. As a result of the Beijing conference and many years of work leading up to it,

more than 100 countries announced new initiatives to improve the status of women.

Similarly on the human development front, it was gradually realized that if the women who constituted almost half of the population remained passive, human development in its real sense could not be possible. Therefore in 1995 main emphasis on gender equality was given in the Human Development Report (UNDP, 1995). Gender inequality is both similar to and different from inequality based on other attributes such as race or ethnicity. Three differences—First, the welfare of women and men living in the same household is difficult to measure separately, a problem that is compounded by the paucity of data on outcomes in the household. Second, preferences, needs, and constraints can differ systematically between men and women, reflecting both biological factors and "learned" social behaviors. Third, gender cuts across distinctions of income and class. These characteristics raise the question whether gender equality should be measured as equality of outcomes or equality of opportunity.

---

*Dr. Garima Malik is currently appointed as an Assistant Professor in the Department of Economics at Delhi College of Arts and Commerce in University of Delhi. Previously she was an Economist in PricewaterhouseCoopers (2009-2012), Tata Services Limited (2007-2009) and Indian Council for Research on International Economic Relations (2005-2007). She holds a Ph.D. and M.A. in Economics from The Ohio State University. Her areas of specialization are Macroeconomics and Econometrics.*

accumulation of *endowments* (education, health, and physical assets)

the use of endowments to take up *economic opportunities* and generate incomes

the application of endowments to take actions affecting individual and household well-being

**Figure : Three key dimensions of gender equality**

Source: World Development Report 2012

## Gender Equality and Economic Growth

Gender equality is a key factor in contributing to the economic growth of a nation. The United Nations Population Fund believe that economic growth and social equality should go hand in hand, arguing that “gender inequality holds back growth of individuals, development of countries, and the evolution of societies, to the disadvantage of men and women”. The discrimination against women remains a common occurrence in today's society and serves to hinder economic prosperity. The empowerment of women through such things as the promotion of women's rights and an increase in the access of women to resources and education proves to be key to the advancement of economic development.

The influential role of gender equality on economic growth is most directly illustrated in the participation of women in the labor force. When women are not involved in the workforce, only part of the able workforce is being utilized and, thus, economic resources are wasted. Gender equality allows for an increase in women in the working sector, thereby leading to an expansion of the labor force and an increase in economic productivity. The participation of women in the labor force allows for changing social relationships that bring about economic

progress. Entering the work force, women will be preoccupied with their jobs, and there will be less time to devote to caring for a family. Consequently, women will display positive birth trends in that they will restrict themselves from having too many children. Through their participation in the workforce, women display the demographic trends needed for economic growth to occur.

The relationship between gender equality and economic growth is an asymmetrical one. The evidence that gender equality, particularly in education and employment, contributes to economic growth is far more consistent and robust than the relationship that economic growth contributes to gender equality in terms of health, wellbeing and rights. From a growth perspective, therefore, the promotion of certain dimensions of gender equality may appear to offer a win-win solution but from a gender equity perspective, there is no guarantee that growth on its own will address critical dimensions of gender equality. Either growth strategies would need to be reformulated to be more inclusive in their impacts or redistributive measures would need to be put in place to ensure that men and women benefit more equally from growth.

### MDG-3

- Promote Gender Equality and Empower Women
  - 3 A. Eliminate gender disparity in primary and secondary education, preferably by 2005, and in all levels of education no later than 2015

### MDG-5

- Improve Maternal Health
  - 5A. Reduce by three quarters the maternal mortality ratio
  - 5B. Achieve universal access to reproductive health

**Figure 2: United Nations Millennium Development Goals**

Source: United Nations Website

Despite many international agreements affirming their human rights, women are still much more likely than men to be poor and illiterate. They usually have less access than men to medical

care, property ownership, credit, training and employment. They are far less likely than men to be politically active and far more likely to be victims of domestic violence.

<u>Reproductive health:</u>	<u>Stewardship of natural resources</u>	<u>Economic empowerment:</u>	<u>Educational empowerment:</u>	<u>Political empowerment:</u>
<ul style="list-style-type: none"><li>• Reproductive health problems, represent a major cause of death and disability for women</li></ul>	<ul style="list-style-type: none"><li>• Women in developing nations are usually in charge of securing water, food and fuel and of overseeing family health and diet.</li></ul>	<ul style="list-style-type: none"><li>• More women than men live in poverty. Economic disparities persist partly because much of the unpaid work within families and communities falls on the shoulders of women</li></ul>	<ul style="list-style-type: none"><li>• About two thirds of the illiterate adults in the world are female. Higher levels of women's education are strongly associated with both lower infant mortality and lower fertility.</li></ul>	<ul style="list-style-type: none"><li>• Social and legal institutions do not guarantee women equality in basic legal and human rights, in access to or control of land or other resources, in employment and earning, and social and political participation.</li></ul>

**Figure 3 : Key Challenges in Gender Equality**

Source: UNFPA Website

### Gender Equality in India

Despite rapid economic growth, the explosion of microcredit programs and self-help groups, and laudable efforts to increase women's political participation, gender disparities have remained deep and persistent in India. The UN Gender Inequality Index has ranked India below several

sub-Saharan African countries. Gender disparities are even more pronounced in economic participation and women's business conditions in India. Despite India being the second fastest growing economy in the world, gender disparities have remained deep and persistent in India. The good news is that the

overall India average female business-ownership share (in manufacturing) has increased over time from 26% in 2000 to 37% in 2005. However, there is wide variation across states and industries in the prevalence of women as entrepreneurs. Among the major states of India, those with the highest share of new proprietary businesses in the unorganized manufacturing sector owned by women in 1994 are Karnataka, Tamil Nadu, Andhra Pradesh, and Kerala. Those with the lowest share of female entrepreneurs are Uttar Pradesh, Haryana, Maharashtra, Madhya Pradesh, and Rajasthan. Similar patterns hold across states when comparing overall business ownership rates by gender.

Much recent work emphasizes the role of women in development. India's economic growth and development depends upon successfully utilizing its workforce. Despite recent economic advances, India's gender balance for entrepreneurship remains among the lowest in the world. Improving this balance is an important step for India's development and its achievement of greater economic growth and gender equality. Gender inequality in India has narrowed over the past year, but economic opportunities and health facilities for women in the country are still among the poorest in south Asia, according to a new survey. The Global Gender Gap Report 2013, released by the World Economic Forum ranks India at 101 among 136 countries that were assessed for women empowerment on social, economic and political parameters. The report ranks countries by measuring the size of the gender inequality gap in four areas—economic participation and opportunity, health and survival, educational attainment and political empowerment. State-wise data analysis of gender differentiated information in the areas of women's survival, freedoms and visibility clearly indicates wide gaps in the implementation. While a lot has been achieved in some parameters, much needs to be done in others. Similarly, some States have done amazingly well in women's upliftment, but others lag behind.

A small State like Goa is projecting figures above the national average in terms of access to education – high enrolment and low dropout.

There is also relatively high percentage of women's access to salaried employment, low percentage of below body mass index among women, low infant mortality, and less crimes against women in both the private and public domain. While there has been a marginal increase in India's sex ratio from 933 in 2001 to 940 in 2011, significant variations exist among the States, with Kerala and Pondicherry recording a sex ratio in favour of women, while Delhi, Chandigarh and Haryana have an adverse ratio. Some States like Bihar, Rajasthan, Uttar Pradesh and Madhya Pradesh continue to record huge gender deficits in the areas of women's survival, their freedoms and their visibility.

### **Gender Empowerment in India**

Empowerment of women is a process, a continuum of several interrelated and mutually reinforcing components. UNDP's Gender in Development Policy (GIDP) has interpreted empowerment in a comprehensive manner. The policy aims at, among other things, providing women with access to empowering facilities like education and training. But, equally important is the provision of good health because good health is an essential prerequisite not only for women's participation in economic activities but also for better control of their own lives.

Much has been talked and written about the Empowerment of Women in India in the recent past. According to the 2011 census, women account for 586.47 million in absolute numbers and represent 48.46 per cent of the total population of the country. While there has been an appreciable gain in the overall sex ratio of 7 points from 933 in 2001 to 940 in 2011, the decline in child sex ratio (0–6 years) by 13 points from 927 in 2001 to 914 in 2011 is a matter of grave concern. On the health front, implementation of the National Rural Health Mission has resulted in an improvement on many indicators pertaining to gender. The experience of Kerala in this regard is noteworthy and holds promise for others to follow the example. Kerala began to draw the attention of researchers from all over the world when the 'Kerala Model of development' became a part of the broad global debate about the ideal pattern of development in the 'third world'.

Fertility Rates have come down and have reached replacement levels in a number of states; Maternal Mortality Rate (MMR) is improving, from 301 per 100,000 live births in 2003 it has come down to 212 in 2009; Infant Mortality Rate, though still high, has reduced to 47 per 1000 in 2011. Institutional deliveries have risen from 39 per cent in 2006 to 73 per cent in 2009. There are increasing concerns regarding the gap between male and female infant mortality rate—49 for girls as compared to 46 for boys. The under-five mortality rate for girls in India is very high at 64 per 1000 live births as compared to 55 per 1000 live births for boys. The decline in MMR has fallen behind and is less than the target of 100 in the Eleventh Plan. There has been an increase in literacy amongst women from 53.67 per cent (Census 2001) to 65.46 per cent (Census 2011). The challenge however remains in bridging the gender gap which stands at 16.68 per cent. The gender differential in education is declining, particularly at the primary level. Another major concern is the gender gap in the educational level of the labour force.

Literacy Rates (2011)

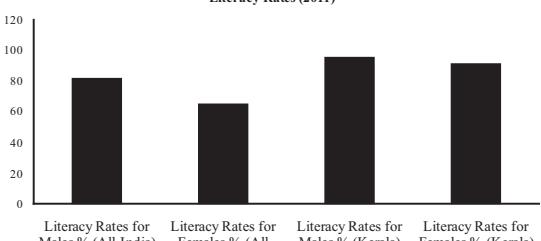


Figure 4 : Literacy Rates in India  
Source: Census (2011)

**Labor Force with Tertiary Education (2010)**



Figure 6 : Labor Force with Tertiary Education in India  
Source: World Development Indicators (2013)

Seldom in the past has the country's labour market gone through structural changes faster than it has in recent years. Apart from a sharp decline in the proportion of workers employed in agriculture, the perceptible withdrawal of women from the workforce is the most striking feature of India's labour market. Though the declining dependence on agriculture as the main employer is welcome, the shrinking participation of women in the labour market is a matter of concern. It is essential to create an environment where more women opt to come out for work and contribute to economic development. At the same time, however, the trend of generating more jobs in the non-farm sector needs to be sustained in order to reduce agriculture's burden of supporting the bulk of the country's population.

**Labor Force Participation Rate (2010)**



Figure 7: Labor Force Participation Rate in India  
Source: World Development Indicators (2013)

**Labor Force with Primary Education (2010)**

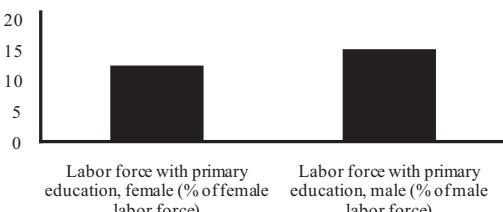


Figure 5 : Labor Force with Primary Education in India  
Source: World Development Indicators (2013)

**Employees in Agriculture, Industry and Services (2010)**

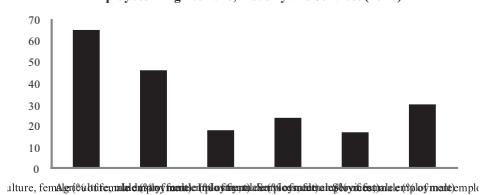
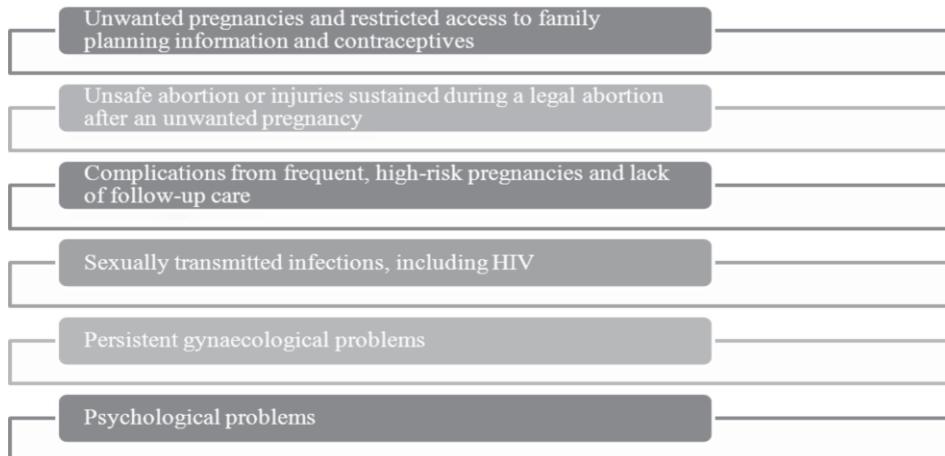


Figure 8 : Employees in Agriculture, Industry and Services  
Source: World Development Indicators (2013)

The barriers to women's empowerment are manifested in various ways. Deep-rooted ideologies of gender bias and discrimination like the confinement of women to the private domestic realm, restrictions on their mobility, poor access to health services, nutrition, education and employment, and exclusion from the public and political sphere continue to daunt women across the country.

## Gender-based Violence

Violence against women has been called "the most pervasive yet least recognized human rights abuse in the world." Accordingly, the Vienna Human Rights Conference and the Fourth World Conference on Women gave priority to this issue, which jeopardizes women's lives, bodies, psychological integrity and freedom. Violence may have profound effects – direct and indirect – on a woman's reproductive health, including:



**Figure 9 : Effects of Gender-based Violence on Women**  
Source: UNFPA Website

Gender-based violence also serves – by intention or effect – to perpetuate male power and control. It is sustained by a culture of silence and denial of the seriousness of the health consequences of abuse. In addition to the harm they exact on the individual level, these consequences also exact a social toll and place a heavy and unnecessary burden on health services.

Violence against women is inextricably linked to gender-based inequalities. When women and girls are expected to be generally subservient, their behaviour in relation to their health, including reproductive health, is negatively affected at all stages of the life cycle. Addressing violence against women, in both public and private sphere, is a major challenge. Data from National Crime Records Bureau (NCRB) shows that the total number of crimes against women increased by 29.6 per cent between 2006 and 2010. The trend continues to move upward. What is equally disturbing is that conviction rates remained low; reflecting inter alia, that many of

these cases are not being well prosecuted and inadequate proof is tendered before the courts. The 2005–06 National Family Health Survey (NFHS-III) also reported that one-third of women aged 15 to 49 had experienced physical violence, and approximately one in 10 had been a victim of sexual violence.

## Appraisal of the Twelfth Plan

The Twelfth Plan<sup>1</sup> endeavors to increase women's employability in the formal sector as well as their asset base. It will improve the conditions of self employed women. Focus will be on women's workforce participation particularly in secondary and tertiary sectors, ensuring decent work for them, reaching out to women in agriculture and manufacturing, financial inclusion, and extending land and property rights to women.

The Plan proposes strengthen the implementation of the Equal Remuneration Act and the Maternity Benefits Act. As a complement to the strategy for increasing women's

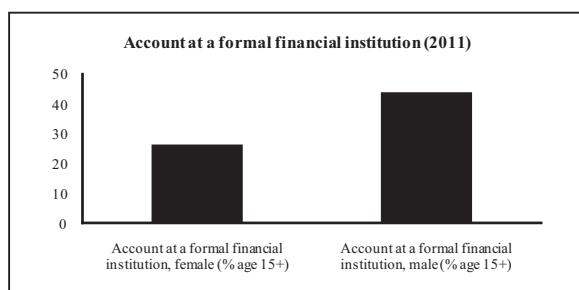
employment in the formal sector, it is imperative that the Protection of Women from Sexual Harassment at Work Place Bill is made into law. One of the major impediments affecting women's participation in the workforce, particularly in secondary and tertiary sectors, is the lack of skills. The Twelfth Plan envisages a major scaling up of skill development. This must be accompanied by special efforts to promote skill development of women from traditional skills to emerging skills, which help women break the gender stereotypes and move into employment requiring higher skill sets. Training of women as BPO employees, electronic technicians, electricians, plumbers, sales persons, auto drivers, taxi drivers, masons, and so on should be incorporated in the skill development programmes. Skill development would be seen as a vehicle to improve lives and not just livelihoods of women. The curriculum should therefore include inputs that help women to assert themselves individually and collectively.

The promotion of enterprises of home based workers, self employed workers and small producers is an essential component of the Twelfth Plan and is of particular relevance for women. The Twelfth Plan lays stress to identify such workers and support their enterprises through setting up of common facility centres to ensure all important services including technology and skill training, entrepreneurship training, market information, access to institutionalised credit, power and other infrastructure and related facilities are readily provided.

In order to promote the participation of women in the manufacturing sector, the plan supports the promotion of marketable manufacturing skills in production activities with special emphasis on skill development of women belonging to marginalized sections. For important traditional industries like leather, handlooms, handicrafts and sericulture, existing publicly funded institutions will be activated to identify the industry's market potential and existing skills. Bottlenecks for modern market-oriented production will be located, and incremental technological improvements including use of computerized technologies for coordination through a gendered analysis of the industrial climate will be introduced. State policies will be encouraged to publicize the opportunities in these industries among potential women entrepreneurs and give assistance to them in their ventures. The Twelfth Plan must also encourage social action and propaganda to change attitudes towards gender stereotyping of skills and removal of prejudice against caste-based activities and worker communities.

Women in the unorganized sector require social security addressing issues of leave, wages, work conditions, pension, housing, childcare, health benefits, maternity benefits, safety and occupational health, and a complaints committee for sexual harassment. This can only be ensured by extending labour protection to these sectors in a manner that pays special attention to the needs of women workers.

In view of the consistently higher female Infant Mortality Rate (IMR) figures, along with the increasingly disturbing dynamics of the declining child sex ratio, a separate target for lowering female IMR is to be added under National Rural Health Mission (NRHM). An impact assessment of Janani Suraksha Yojana, Jansankhya Sthirata Kosh and equity implications of health insurance, user fees and other activities under the NRHM will also be undertaken. Under Sarva Shiksha Abhiyan<sup>2</sup> (SSA), the number of women teachers, especially in rural schools and remote, inaccessible areas will be reportedly increased by providing



**Figure 10 : Account at a formal financial institution in India**  
Source: World Development Indicators (2013)

enabling work conditions for women teachers including transportation facilities and housing. A child tracking system would be adopted to achieve full inclusion and to address the issue of school drop-outs. Providing hostel facilities and scholarships for girls as well as including nontraditional vocational training as part of the overall education curriculum are the best instruments for engendering the education strategy.

Lack of sanitation, especially toilets, in rural areas is a major weakness in our system and one that impacts most adversely on women. The Twelfth Plan is stated to undertake a gender impact assessment of the Total Sanitation Campaign to assess whether it has reduced women's workload, provided security, improved hygiene and reproductive health of women, decreased school dropout rates for girls, and so on. The Plan is also expected ensure the provision of toilets with water in all schools and anganwadi centres and the active involvement of women in determining the location of sanitation facilities. The much discussed point raised by one of the leading politicians, "Sochalaya before Devalaya" should be translated into real projects in the form of mortar and bricks in every home, village, town and schools throughout the country.

Trafficking for commercial sexual exploitation is one of the worst forms of crimes against women and children as it exposes them to a life of humiliation and sexual abuse. Poverty, illiteracy, lack of livelihood options, natural/man made disasters and lack of social and family support, migration are among the factors which make women and children vulnerable to such trafficking. A study entitled 'Girls and Women in Prostitution in India' (2002–2004) by Gram Niyojan Kendra (GNK), sponsored by the Ministry of Women and Child Development, estimates that the primary means of entry into prostitution of about three fourths of the women and children is through trafficking and that there are about 2.8 million sex workers in the country of which 36 per cent are children. Cross-border trafficking from Bangladesh and Nepal to various cities in India is another area of concern. During the Twelfth Plan a number of initiatives

are expected to be undertaken for empowering women. To promote socio economic development existing schemes like Support to Training and Employment Program (STEP)<sup>3</sup>, Priyadarshini<sup>4</sup>, Swayamsiddha Phase II<sup>5</sup>, Ujjawala<sup>6</sup>, Swadhar Greh Scheme<sup>6</sup> will be strengthened.

## Conclusion

Gender equality is, first and foremost, a human right. Women are entitled to live in dignity and in freedom from want and from fear. Empowering women is also an indispensable tool for advancing development and reducing poverty. Empowered women contribute to the health and productivity of whole families and communities and to improved prospects for the next generation. The importance of gender equality is underscored by its inclusion as one of the eight Millennium Development Goals. Gender equality is acknowledged as being a key to achieving the other seven goals. No doubt the strategy, programmes and schemes outlined in the Twelfth Plan document are holistic but their actual and timely implementation, reaching the target section of the society, availability of resources both at the central and state levels; funds finally allocated and effectively utilized etc. become the real challenge at different levels.

Domestic action is central to reducing inequalities. Global action—by governments, people and organizations in developed and developing countries, and by international institutions—cannot substitute for equitable and efficient domestic policies and institutions. But it can enhance the scope for and impact of domestic policies. In other words, international action should focus on complementing country efforts along the four priority areas



**Figure 11: Four priority areas for gender equality**  
Source: World Development Report 2012

A concerted effort by all the stakeholders particularly women NGOs, activists etc., constant vigil, effective monitoring, a purposeful governance system will go a long way to achieve the basic objective of empowering women in the country.

### **End Notes**

- 1 Twelfth Five Year Plan, Planning Commission, Government of India
- 2 Sarva Shiksha Abhiyan (SSA) is Government of India's flagship programme for achievement of Universalization of Elementary Education (UEE)
- 3 This Scheme envisages providing of financial assistance to NGOs for imparting training to the poor & needy women for their skill up-gradation.
- 4 Priyadarshini is a women empowerment and livelihood programme of Ministry of Women and Child Development, Government of India
- 5 Swayamsiddha Phase II ensures holistic empowerment of women in a sustainable manner through Self Help Groups (SHGs)
- 6 Ujjawala is a comprehensive scheme for rescue, rehabilitation and re-integration of victims of trafficking for commercial sexual exploitation, Ministry of Women and Child Development, Government of India
- 7 In 2012, the Centre decided to merge two shelter based schemes - Swadhar and Short Stay Home - into the 'Swadhar Greh' scheme

### **References**

Arora, Rashmi Umesh (2012), "Gender Inequality, Economic Development and Globalization: A State Level Analysis of India", The Journal of Developing Areas, Vol. 46, No. 1.

Becker, Gary (1981), "A Treatise on the Family", Cambridge, MA: Harvard University Press.

Brummet, Quentin (2008), "The Effect of Gender Inequality on Growth: A Cross-Country Empirical Study" Honors Projects, Paper 88.

Census (2011), Government of India.

Devika, J, Mary E. John, Kalpana Kannabiran, Sharmila Rege, Samita Sen & Padmini Swaminathan, (2012) "State Policy and the Twelfth Plan through a

Gender Lens", Economic & Political Weekly, Vol. XLVII No. 17.

Eapen, Mridul & Aasha Kapur Mehra (2012), "Gendering the Twelfth Plan", Economic & Political Weekly, Vol. XLVII No. 17.

Huda, S. (2006), "Sex Trafficking in South Asia", International Journal of Gynecology & Obstetrics, 94, 374-381.

Human Development Report (1995), "Gender and Human development", United Nations Development Programme.

Kabeer, Naila (2005) "Is Microfinance a 'Magic Bullet' for Women's Empowerment? Analysis of Findings from South Asia", Economic & Political Weekly.

Kabeer, Naila & Luisa Natali (2013), "Gender Equality and Economic Growth: Is there a Win-Win?", IDS Working Paper Volume 213 Number 417.

Ministry of Health & Family Welfare (2005-06), NFHS-III Survey.

Nelson, Julie A. (2011) "Would Women Leaders have prevented the Global Financial Crisis? Implications for Teaching about Gender and Economics", Global Development and Environment Institute Working Paper No. 11-03.

Rege, Sharmila, J. Devika, Kalpana Kannabiran, Mary E. John & Padmini Swaminathan (2013) "Intersections of Gender and Caste", Economic & Political Weekly, Vol. XLVIII No. 18.

Sekher, T.V. (2012) "Ladlis and Lakshmis: Financial Incentive Schemes for the Girl Child", Economic & Political Weekly, Vol. XLVII No. 17.

Sen, Sunanda, (2010) "Gendered Aspects of Globalization", Levy Economics Institute, Working Paper No. 621.

UN Women & National Commission for Women Report (2012), "Understanding Gender Equality in India-2012".

# **Envisioning ICT enabled teaching learning processes: Challenges & Possibilities**

**Dr. Anubhuti Yadav**

**Abstract-***Despite all reforms that have taken place since independence in the field of education, Education system in India still faces many challenges. Challenges that emanates from the enormity of young population that needs to be educated, inflexibility in education system that makes it resistant to change and multiplicity of language which expects transaction of knowledge not in one or two but in many languages. There is also a deep disquiet about several aspects of educational practices which includes reach and access to education, rigidity in the school system, textbook centric education, lack of teachers in schools and highly inflexible examination system. Though these aspects of educational practices which pose innumerable challenges are being dealt with number of times and in number of ways still there is a dire need for strong intervention. Information and Communication Technology, if not act as a panacea to all the problems but has a potential to solve many of these problems. If used systematically and strategically, ICT can play a significant role in improving the school education and has a tremendous potential for enhancing outreach and improving the quality of education. In this paper some major challenges faced by the education system will be discussed along with the ICT interventions that can support in overcoming such challenges. The paper will also outline ICT initiatives taken in India at school education level and attempts made at government level for the ICT enabled teaching learning processes.*

**Key Words:** ICT in Education, Educational Technology, ICT @School Scheme, Open Educational Resources

## **Introduction:**

Since independence a number of policies and programmes have been launched to achieve Universalisation of Elementary (UEE) and Secondary Education in our country. The major initiatives at central level like Operation Blackboard, Non-formal Education Programme, District Primary Education Programme (DPEP), Nation-wide Mid-Day Meal Programme, Teacher Education through Mass Orientation of Teachers, Child Development Services Scheme (ICDS)-1975, Educational Technology Scheme-1972, and externally assisted projects such as – Uttar Pradesh Basic Education Programme, Bihar Education Project, Shiksha Karmi and Lok Jumbish Projects in Rajasthan, Mahila Samakhya Project, Andhra Primary Education Project did play an important role in enhancing the access and in improving the quality of education and led to the expansion of education system in the country with more than 1.36 million schools; 8,824 teacher education institutions;

523 Universities (Central-43, State-265, 80 state private and 130 Deemed to be Universities and 5 Institutions established under state legislation); and 33,023 Colleges in the Higher education sector. There has been considerable improvement in the extension of primary education, both in regard to enrolment and in reduction of dropout rates. Also our country engages nearly 135207057 students at primary and 57844942 students at upper primary level (DISE-2010-11) with 7 million teachers spread over around 1.36 million schools and about 83.13 per cent schools are in rural areas.

The above mentioned data do reflect a rosy picture but than this is one side of the coin as there are still many students who are not able to continue with their studies and there are many who do not get the opportunity to study at all. After spending huge amount of money on various policies and schemes, if India is still far behind in being fully literate and if basics like access to

quality education continues to be an obstacle in the achievement of educational goals it shows that there is a dire need to have innovative and a robust plan to cover one and all under the umbrella of literacy. Also other challenges which Indian education system is facing are to be dealt differently. With Information and communication technologies becoming more accessible, reliable and mature the prospect of leveraging ICT for education is becoming increasingly feasible. ICT have enabled the convergence of a wide array of technology based and technology led resources for teaching learning. It has therefore become possible to employ ICT as an omnibus support system for education. It can provide a unique opportunity and could potentially promote education on a large scale. There has been number of schemes and policies to introduce ICT at school level in the past. There is a misconception that Information and Communication Technologies (ICTs) are the most sophisticated and expensive computer-based technologies. Though it includes computer-based technologies but it also encompass the more conventional technologies such as radio, television and telephone technology. There had been attempts in the past to harness the potential of these technologies but with limited success.

While definitions of ICTs are varied, it might be useful to accept the definition provided in National Policy on Information and Communication Technology in School Education: ICT are defined as all devices, tools, content, resources, forums, and services, digital and those can be converted into or delivered through digital forms, which can be deployed for realizing the goals of teaching learning, enhancing access to and reach of resources, building of capacities, as well as management of the educational system. These will not only include hardware devices connected to computers, and software applications, but also interactive digital content, internet and other satellite communication devices, radio and television services, web based content repositories, interactive forums, learning management systems and management information systems. From integrating

conventional media to new media in education, there have been continuous and concerted efforts to improve the access and quality of education. Following are the major initiatives on introducing ICT in school education.

### **'ICT in school education' initiatives in India**

The National Policy on Education 1986 as modified in 1992 stressed the need to employ ET to improve the quality of education. The policy statement led to two major centrally sponsored schemes name ET and Computer Literacy and Studies in Schools ( CLASS). The ET scheme between 1986 and 1990 was entirely equipment driven. The ministry under this scheme distributed 2,28,118 radio cum cassette players ( RCCPs) and 31,129 colour televisions sets to schools. According to Prof M. Mukhopadhyaya this step did not yield any desired results as it did not go beyond providing the equipment. The CLASS project which was launched in '1984 was a joint initiative of MHRD, Department of Electronics, and NCERT. It covered 2582 schools and 42 resource centres and made use of microcomputers provided by the BBC. The project was evaluated by SAC and it was revealed that there was a need for greater interaction between resource centers and schools, the need to reduce time gap between the training of teachers , the installation of systems, and the initiation of activities in the school, the imparting of adequate hand on experience to teachers and students and the provision of computer literacy programmes in the time table. The project only had a limited success. The class project was revised in 1993 and PC machines were distributed in schools. Subsequently CLASS 2000 was initiated by the government with the aim of providing computer literacy in 10,00 schools and computer assisted learning in 1000 schools and computer based learning in 100 schools. These hundred schools were called as smart schools and were designed to be the agents of change seeking to promote the extensive use of computers in the teaching and learning process, Both these schemes led to the more comprehensive centrally sponsored scheme- ICT @Schools in 2004. The scheme has four major components:

- The first one is the partnership with State

Governments and Union Territories Administrations' for providing computer aided education to Secondary and Higher Secondary Government and Government aided schools.

- The second is the establishment of smart schools, which shall be technology demonstrators.
- The third component is teacher related interventions, such as provision for engagement of an exclusive teacher, capacity enhancement of all teachers in ICT and a scheme for national ICT award as a means of motivation.<sup>4</sup> Revised ICT@Schools Scheme
- Fourth one relates to the development of e content, mainly through Central Institute of Education Technologies (CIET), six State Institutes of Education Technologies (SIETs) and 5 Regional Institutes of Education (RIEs), as also through outsourcing.

ICT @ school scheme is a major shift from the schemes which were launched till 2004 in terms of ET intervention or ICT intervention. The focus shifted from making the hardware available in schools to how ICT can be integrated in school system and can be harnessed in teaching learning process. From providing computer aided education to establishing smart schools to teacher related interventions and development of e content, the scheme looked at ICT in education in a holistic manner. Infact based on the experiences gained in six years the scheme was revised in 2010 and the following components were added:

- Expansion with emphasis on quality and equity: A need was felt to expand the outreach of the scheme to cover all Government and Government aided secondary and higher secondary schools in the country with emphasis on educationally backward blocks and areas with concentration of SC, ST, minority and weaker sections. Along with that, there is a need for ensuring dependable power supply where the electricity supply is erratic and internet connectivity, including broadband connection.
- Demonstration effect: There is a need to set

up smart schools at the district level to serve as demonstration models for neighbouring schools.

- Teacher engagement and better in-service and pre-service training: Since ICT education will be imparted to all secondary and higher secondary students, an exclusive ICT teacher is required for each school. Similarly, there is a need for pre service as well as in service training of all teachers in effective use of ICT in teaching and learning process.
- Development of e-content: There is also a need to develop and use appropriate e-content to enhance the comprehension levels of children in various subjects.
- A strong mechanism for monitoring and management needs to be set in place at all levels for ensuring optimal delivery of set targets.

## **ICT Policy in School Education**

The tremendous potential of ICT for enhancing outreach and improving quality of education also led to another initiative of ICT Policy in School Education. This policy endeavors to provide guidelines to assist states in optimizing the use of ICT in school education within a national policy framework. The policy aims to promote universal equitable, open and free access to a state of the art ICT and ICT enabled tools and resources to all students and teachers, development of local and localized quality content and to enable students and teachers to partner in the development and critical use of shared digital resources, development of professional networks of teachers, resource persons and schools to catalyze and support resource sharing, a critical understanding of ICT, its benefits, dangers and limitations.

## **Challenges in Education and ICT intervention**

As discussed earlier there are many challenges in front of Indian Education system. The report of the Yashpal committee of 1993 extensively reported such challenges and criticized the ills of the Indian Education system. The report highlighted the education system which has

become highly centralized, examination driven, joyless, impersonal and utterly irrelevant to the child's world. Such ills plaguing education system are discussed at length in National Curriculum Framework 2005. But ironically the solutions remained on the papers and very little seeped into the education system keeping it as it was ten years ago. The numbers did change in terms of high enrolment rates and low dropouts but the concerns of equity in education and issues of quality are still a major concern. Some of the challenges as discussed in the National Curriculum Framework are as follows:

### **Inflexibility in the school system:**

The way education system has been organized has not changed much in the last 50 years. We live in totally different world now days as compared to the world 50 years ago, but as far as school system is concerned it's the same and does not fit students' changing needs at all. We still club the students according to their age and offer them the curricula with the expectation that one pace fits all, the education system still revolves around textbooks and examination. The focus in any school is not on learning but one is to complete the syllabus and second is to train students in such a way that they score good marks at the end of the year. Despite the fact researches have shown that the children learn in variety of ways, the textbook still remains the source of information. The year begins with the textbook and ends with the textbook. Unfortunately, if something changes and the textbooks are not updated keeping in view the latest developments, those developments are termed as out of syllabus rather than being the most important pieces of information that can connect the students with the world. Despite knowing that the students learn at different rates, yet we have forty minutes sessions where all students are expected to absorb information at the same rate. There is no provision whatsoever for the slow learners. Infact the system does not even provide a chance to a teacher to know who is lagging behind and why until the examinations. ICT can play an important role to counter this problem of Inflexibility. E-tutoring, video lectures, on demand lectures, online forums, e resources can help students to learn at their own pace.

### **Textbook and Teacher Centric Education**

Children learn in variety of ways- through experience, making and doing things, experimentation, reading , discussions, asking, listening, viewing, thinking and reflecting and expressing oneself in speech, movement or writing both individually and with others. They require opportunities of all these kinds in the course of their development. In the current system the opportunity they have is the access to textbook and teachers. Child's process of discovery is limited to textbook and teachers and is most of the times they are spoon fed by the teachers and the textbooks. Restriction of classroom activities to what is written in textbook implies a serious impediment to the growth of children's interests and capabilities. ICT can play an important role in releasing the system from such rigidities. Classroom should be equipped with variety of resources and the teachers role is to enrich curriculum to expose the child to rich variety of resources and allowing them to question and explore instead of spoon-feeding. Teacher should create self-organized learning environment by allowing students to explore and find answers to questions themselves. For this teacher herself has to be aware of wide variety of resources available other than the textbook. There are number of digital repositories that host variety of digital content, appropriate to the needs of different level of students and teachers. In the last ten years many institutions in India have embraced this idea of having Open Educational Repositories to address the challenge of quality and equity. But these initiatives like National Science Digital Library(NSDL), the Open Source Courseware Animations Repository (OSCAR), the National Programme on Technology Enhanced Learning (NPTEL), the Virtual Academy for the Semi-Arid Tropics (VASAT) and Indira Gandhi national open university( IGNOU) are limited to higher education. National Policy on ICT in School Education proposed web based digital repository and the responsibility to build this repository was given to CIET, NCERT. The National Repository of Open Educational resources (NROER) was developed in collaboration with Homi Bhabha Centre for Science Education,

Mumbai. NROER is a comprehensive digital repository of resources that can be used by teachers in the teaching learning process. Conceptualized as a collaborative workspace, NROER provides a platform to teachers to create content which is localized and cater to the needs of their students. The idea is to make a variety of resources available to teachers so that they use the one which is most appropriate to their teaching style, the needs of students and aids the learning of the subject

### **Mission**

- To store, preserve and provide access to variety of digital resources for students and teachers.
- To enable the participation of the community in development and sharing of digital resources.

### **Objectives**

- To make quality educational resources available for teachers and students.
- To motivate teachers to create contextualized teaching learning resources.
- To encourage teachers to collaborate and curate new resources.
- To celebrate the best practices in content generation.

The media resources in the repository are organised according to subjects and grades. Each subject has a listing of concepts. Various resources are collected and created around these concepts. Teachers can access audio, video, learning objects, images, questions banks, activities & presentations etc related to these concepts. They can also upload resources which will be subjected to review by experts. In addition to accessing and uploading resources, NROER allows teachers to download, share, comment and rate media resources.

### **Content Generation as a centralized activity:**

The content generation for school education has been limited to selected few. What is decided by those selected few are being taught in schools. Teachers who spend most of the time with

students and understand their need well, rarely given a chance to participate in generation of knowledge. Since the knowledge is available everywhere teachers and students should also participate in the generation of knowledge. For example, there is hardly any good quality documentation on many facets of India's environment but such documentation can be created on the basis of students projects. The results of these projects can be uploaded on a publicly accessible website, thereby creating a transparent and comprehensive database on India's environment. Such information collated annually over the years can be an excellent resource. Including such knowledge generation activities as part of the educational process would also greatly enhance the quality of the educational experience. NROER provides this opportunity to teachers where they can contribute the resources and also get involved in the exercise of mapping the resources with the concepts available on the repository.

ICT can be used in number of ways and many of the problems plaguing Indian Education system can be solved through ICT intervention. Employing ICT judiciously to solve these problems require thorough understanding of ICT amongst teachers. Under ICT@schools there is a provision to equip schools with computers and other Information and Communication Technology facilities. The responsibility of how ICT is being used at school level in teaching learning process and in overall management of school system lies with the teachers. All teachers in a school will be expected to become advanced users of ICT integrating ICT skills into their professional development as well as their teaching learning practices across all areas of curriculum. Also, the ICT Policy in School Education aims at preparing youth to participate creatively in the establishment, sustenance and growth of a knowledge society leading to all round socio-economic development of the nation and global competitiveness. National Policy on ICT in education proposed model curriculum for ICT in Education for teachers and students. The curriculum has been developed by CIET, NCERT to enable an exposure to students and teachers to the various possibilities of ICT and prepare them

for partaking the benefits of the ICT infused world. ICT curriculum is a major shift from what the country had seen till now as computer literacy programme, with a push this switch and click that button emphasis. Through such computer literacy programmes not only do we portray ICT as more difficult than it actually is, but also hinder intellectual development and creativity. Also, using computers and internet as mere information delivery devices grossly underutilizes their power and capabilities.

The ICT curriculum therefore anchors itself to the National Curriculum Framework. It also relegates the need to learn routines and procedures to incidental learning. The aim is to involve the teacher in a critical appraisal of the availability and appropriateness of technological solutions to address educational problems. For the student, emphasis is on creative use of the medium and widening of one's horizons.

The curriculum proposes six thematic areas in which ICTs can be explored. ICTs do not merely constitute a specific tool or application. Rather it is a new framework which we must prepare our children for in schools. These strands have been developed based on the various possibilities provided by ICTs and the skills needed for realizing these possibilities. These themes are further built in increasing layers of complexity - in terms of basic, intermediate and advanced.

### **The six themes in the curriculum are:**

- Connecting with the world
- Connecting with each other
- Interacting with ICT
- Creating with ICT
- Possibilities in Education
- Reaching out and bridging the divide

### **Connecting with the world (CWW)**

ICT tools enable anytime, anywhere access to information and resources. Given the proliferation of internet connectivity, the curriculum recognises the fact that being connected to the internet offers tremendous benefits to teachers in terms of capabilities to access information and resources of various kinds and to utilize them in their teaching-learning. Not only will these add to the range of

techniques that the teacher uses, but also make a difference to their students' learning. Becoming aware of the range of materials the web offers to the teachers' own learning as well as teaching aids; critical appraisal of the information and resources; safe, productive, ethical and legal use of these resources; and protecting oneself and others from the harmful effects of the virtual medium are fundamental to teachers' and students' learning.

### **Connecting with Each Other (CWE)**

ICT tools also enable a variety of ways to keep people connected. Synchronous and asynchronous modes also increase the degree of interactivity and helps create communities, which can then collaborate to create interest groups for a common cause. While at the bare minimum, it enables a very rapid way of communicating with a friend, it can be leveraged to break teacher isolation and promote professional growth. Becoming aware of the various communication possibilities, becoming interested in and participating in professional communities, keeping oneself abreast of the State of the Art are essential to keep the teacher in sync with developments of technology and updated about developments in her own discipline and in educational practice.

### **Creating with ICT (CWICT)**

ICT tools are not seen as an end in themselves but as an opportunity to create and express. Modern ICT employ a variety of media forms – text, graphics, animation, audio and video, enabling a rich communication. Easy, friendly ways have been discovered to interact with ICT. Together they expand enormously the range of learning that can accrue. Software applications and hardware devices have become increasingly versatile and cater to a variety of learning needs. The wider the range of tools, devices, software applications and techniques that the teacher and student are aware of and can productively use, the wider will be the opportunities for their imagination and expression. Treating a computer as a mere information delivery device will lead to a gross underutilization of its capabilities and use in teaching learning.

Creating, curating, managing images and

documents, repurposing them into communications, gathering and processing data and presenting them, working with audio and video tools to create media rich communications, learning to program and control devices and processes, become important to the teacher. With access to a range of tools and devices, the repertoire of communication skills will also increase. The teachers' ability to leverage the interactive features into teaching learning will also extend the range of activities students can be involved in and learn from.

### **Interacting with ICT (IWICT)**

ICT are evolving at a very rapid pace. The type of device, its operating processes, the purpose for which the tool is to be deployed – the range of essential learning in ICT is ever increasing. While the computer has evolved to take on more and more complex tasks, the interface itself has become simpler by the day. From the days of a command line interface to an app based touch interface, computers have become extremely productive devices, finding uses in more and more applications, particularly in the daily routine of every common man. Understanding how ICT systems operate and an appreciation of the range of ICT tools available today can help identify opportunities for teaching learning. Extensive use also helps make informed decisions in selecting most appropriate tools for education.

### **Possibilities in Education (PIE)**

ICT capabilities have opened out a wide variety of educational applications. Software applications which extend learning, immerse students in experimentation and problem solving, make available data sets to process and retrieve information from are commonly used in education. Online resources – books, courses, media materials have also become common. Interactive possibilities, individual users interacting with packaged material or groups of people interacting with each other have also opened up ways in which education is being transacted. While the glamour and novelty of the medium attracts everyone, becoming a discerning, critical user of ICT is very essential. Sugar coating of information cannot constitute

enriching of experience. Learning to acquire insights into how ICT operate and impact teaching learning, what forms of media and information can be appropriate to learning, how educational goals can become the arbiter of choices made in ICT, assessment and evaluation of ICT tools, devices, information and resources are very important if cost effective and meaningful ICT has to be promoted. This theme therefore forms the bridge between the aspirations of the education system and the run away developments in ICT. The theme will also involve the exploration and experimentation with open educational resources (OER)- access, use and evaluation, creation and contribution of educational resources, research and critical appraisal of the utility and effectiveness of ICT devices and tools, familiarity with virtual environments for self-learning and teaching-learning, familiarity with the web and its range of resources, productivity tools and their meaningful use, tools and forums for planning, organising, teaching learning, assessment and evaluation, tools and forums for professional growth.

### **Reaching out and bridging divide (ROBD)**

ICT has become available widely, overcoming geographical and social boundaries. But this has not naturally ensured access to its benefits to all. ICT itself has evolved techniques – a DVD or a music player as examples of portability, forums as examples of public helplines and support, public sharing and open educational resources, a wide range of free and open source software augur well for improving access. Language barriers and professional isolation can deny students and teachers access to the wide range of digital information and resources. Becoming aware of, experimenting with, participation in and creation of resources and support aimed at those denied access will help reach out and bridge the divides. Physically challenged, particularly the blind and the deaf cannot access information as easily. The theme will involve an exposure to building digital communities, understanding the need for and evolving shared agenda, creating, sharing, and curating resources for the teacher and the student communities, community radio; local language tools and local content, translators

and translations, subtitling video; disability and assistive technologies- screen readers for the visually impaired; audio books; talking books; collaborative possibilities – wikis, open maps, data repositories and forums.

## **Conclusion**

ICT intervention at school level is the need of hour as it can play a significant role in solving some of the problems that the Indian Education system is facing. Such interventions have to go beyond mere distribution of computers and related equipment. There need to be a synergy between what ICT can do and what are the requirements in the field of education. National Policy on ICT in Education do look at ICT intervention in a holistic manner which aims at making infrastructure available ( Hardware and software, connectivity, power supply and computer lab) Besides this it also aims at digitization of available educational audio video and print resources, development of e content in multiple languages, teacher related interventions which includes capacity enhancement of all teachers in ICT and introduction of scheme for national ICT awards as a means of motivation. The challenge now lies in the implementation-making ICT infrastructure available,

development of e content in multiple formats and multiple languages, training of teachers, teacher educators, policy makers in the use of ICT. To make this happen various organizations have to join hands and pool the resources which are available in abundance in our country. The effort has to be made to map these resources with the school curriculum. Also, teachers after being trained in ICT have to start contributing in the creation of content and offer individualized learning environment to her students.

## **References:**

National Policy on Information and Communication Technology on School Education

ICT@ School Scheme

National Curriculum Frame work 2005

Pioloting of General Education Quality Analysis/Diagnosis Framework ( GEQAF) in India

National Focus Group on Educational Technology- Position Paper



# **Excavating social accountability at the site of intertext: Analyzing the recent readings of popular cinema in mainstream (print) news media**

**Saumya B Verma**

**Abstract-***This paper looks at the readings of popular mainstream Hindi cinema in India's English press (largely *The Hindustan Times* and *The Times of India*- two most widely circulated English dailies) and how cinema's drama and filmic narrativity is re-negotiated in the press' own need of affect and entertainment. Looking at a time period (December 2012 to September 2013) that's bracketed by few of the most violent crimes against women that generated a nationwide outrage, the paper attempts to explore how the journalistic 'text' around these events 'quote' the contemporary cinematic narratives and in the process often re-writes them. News values like objectivity and fairness get problematised as the inter-text of cinema and press used to create discourse of activism re-configures the filmic narrative in the public memory and operationalizes rather inventive readings to suit the social (and commercial) context of news.*

**Key Words:** Press, popular, cinema, intertext, entertainment, activism, news values, journalism

'It is the textual system of modernity' is how John Hartley, the editor of International Journal of Cultural Studies describes journalism in his book Popular Reality: Journalism, Modernity, Popular Culture. Drawing a connection between popular culture, idea of public(s) and the origin of press, Hartley goes on to describe journalism as an essential mechanism of modern societies, calling it an enabling 'social technology' that is as important as the law and the financial system. Looking at the historical evolution of European press (specially French and English) during the time of revolutions in the Continent, Hartley makes a strong point about how narrativity and drama remain at the core of any kind of press that attempts to engage with a 'public' to bring about any kind of political emancipation and democratic activism. I found his emphasis on, and study of the 'textuality' of the journalistic discourse and its relatedness to popular culture a useful perspective to be used in the context of the contemporary Indian press.

Popular culture is usually considered to be a domain of leisure entertainment and fictional narrative, while journalism with its claim of objectivity and fairness is often taken to be a part of the democratic process. Interestingly, Hartley proposes that, "The lesson of history is that these are not conflicting attributes, but part of the same generative process, the same realist textual system."

For the researcher, Hartley's emphasis on the 'realist textual system' becomes one of the key tools to help excavate different 'realities' which are being originally constructed by popular culture (mainstream Hindi cinema in my context) and then re-constructed or sometimes deconstructed in the textuality of the press.

Hartley claims that the "most popular journalism remained that which tapped into human conflict (i.e. drama): 'true crimes' and scandalous disclosure (news); ferocity, exploit, and arrested

---

Saumya B Verma currently teaches papers in Film and Cultural Studies, Filmmaking and Story-telling at the Mass Communication Research Centre, Jamia Millia Islamia, Delhi. Her previous assignments include teaching at University of Delhi and Indian Institute of Management, Ahmedabad. Ex Deputy Editor of NDTV.com and a freelance media practitioner, Saumya is involved with both the practice and theory of media. Her research interests include cinema, urban spaces, film art and media studies. Her work has been published by the Sarai Reader (CSDS, Delhi), University of South Carolina(USA), The Book Review and NDTV.

development (sport): marriageability and its vicissitudes (human interest). Journalism's special contribution ...was to fuse truth with violence"

This paper looks at examples of this fusion of 'truth with violence' in recent press and how these elements are constantly accentuated through allusions and readings of popular cinema which are invoked as a commentary on the current state of affairs in our society. This mixture of journalism and popular culture generates more political energy and debate than either 'rational' journalism or 'emotional' popular culture taken alone. My reading of this potent mating of journalism and popular culture is not a value neutral textual analysis. It is invested with an examination of such political claims of journalism as social accountability and activism. In recent times, media activism has become almost an essential part of media's ethical manifesto, or at least on the surface it's made out to be so even if deep down it serves more essential economic needs of the media industry.

The researcher is looking at the readings of popular mainstream Hindi cinema in India's English press and how cinema's drama and filmic narrativity is re-negotiated in the press' own need of affect and entertainment. (In referring to intertextuality I am using John Fiske's idea of vertical intertextuality. This refers to the constant reference, and thus interpretation of primary text in the secondary one – cinema being the primary text and journalism being the secondary text in the current chain of intertextuality.)

Rather than presenting a comprehensive analysis of the cinematic text, these readings of cinema are reflective of the press' own social agenda and its own interpretative engagement with a given social situation as it hurtles from one newsworthy event to another. In the process, news values like objectivity and fairness get problematised as the inter-text of cinema and press re-configures the filmic narrative in the public memory and operationalizes rather inventive readings to suit the social context of news.

Take for example the case of a film like Dabangg 2. The film had all the trappings of a predictable Salman Khan box-office hit – a big star cast

comprising of Salman Khan and Sonakshi Sinha as the lead pair, Prakash Raj as the arch villain and a catchy 'item' number by Kareena Kapoor. The press around the release of the film in December 2012 was abuzz with all kinds of glitzy and gossip stories and one of the big talking points unsurprisingly was the item number performed by Kareena Kapoor. The item number titled Fevicol Se found an inevitable mention in almost every story done around the film during its pre-release phase. The Hindustan Times carried almost a story a day for a week in December starting 6th December, 2012. All these stories, whether they were interviews with the actor turned director of the film, Arbaaz Khaan or choreographer Farah Khan or a general review of the soundtrack, Kareena Kapoor and Fevicol Se remained a prominent focus. Most of these stories were headlined around Kareena Kapoor even though the leading lady was Sonakshi Sinha.

An interview with the director was headlined "Creative decision to get Kareena in Fevicol Se song: Arbaaz" (December 6, 2012). Similarly the interview with the choreographer Farah Khan was titled "Kareena's happier after marriage, says Farah Khan" (December 11, 2012). Elsewhere in the press, there were comparisons being drawn between Malaika Arora Khan's performance in the song Munni Badnam in Dabangg and Kareena's act in Fevicol Se in Dabangg 2. Meanwhile Fevicol had already signed a deal with the makers of the film!

Nowhere in these discussions and stories around the film and the song, were there ever any questions raised over its 'titillating' lyrics and supposed 'objectification of women'. It was variously mentioned as 'already a hit', 'hot', 'fantastic', 'creative', 'different' etc. The Hindustan Times in its December 6, 2012 issue mentions "Kareena's item number Fevicol Se has become the talk of the town. Arbaaz is happy with the response to it, and said: "The song is fantastic and she has done a superb job in it. The response is overwhelming. It was a mutual consensus and creative call to have Kareena do it."'"

In another instance, the paper quotes Farah Khan,

"Kareena has put in a lot of effort. She rehearsed a lot for it. In fact, she let me do whatever I wanted for the costumes and look," said the choreographer (December 11, 2012).

Thus, in its first inter-textual encounter, the song *Fevicol Se* emerges as a winner with all the markers of a well crafted performance that is bound to succeed as everyone involved in it has worked so hard and creatively. Relying on the stardom of Kareena Kapoor the press makes predictable predictions for the song to be a runaway success.

Firmly entrenched in the business of film promotion, the journalistic text woos the cinematic one and goes around hand in hand promoting its behind the screen reality before the film goes on-screen. The film was released on December 21st, four days after the ghastly incident of gangrape on December 16th in Delhi. Suddenly the press had found content that was far more dramatic, intense, violent and real. The coverage of the incident makes for a compelling study but that's for another paper.

In a rare show of persistent country-wide outrage and protest, the 'imagined community' came together as a nation and insisted on justice for the nation's citizens. The modern nation state, enabled by the contemporary 'social technology' of media, pledged to seek justice. The press, while fusing 'truth with violence', also couldn't merely remain a reportage medium. Here was an opportunity for activism, to participate and write a new narrative of justice, equality and above all, democracy.

Judging by its news value, the December 16, 2012 incident became one of the most newsworthy events of the year 2012 apart from all the scams that were either discovered or invented. Suddenly, the press could see and rake out the misogyn 'inherent' in item songs. Suddenly, *Fevicol Se* became a signifier of all that is abominable in our male dominated society infested with deep seated gender bias. In this second inter-textual encounter, the cinematic text was jilted and disqualified as an intellectually stunted candidate that's still trapped in the cave

man's era while the journalistic text had kept up its date with the progressive discourse of gender equality.

The focus now had shifted from the performative exuberance of an item song to its linguistic chauvinism. In the new found vocabulary of media activism, the lyrics became 'controversial', the depiction 'problematic' and the body of the star, Kareena Kapoor, was finally objectified in this magnified intertextuality. In a January 5, 2013 story in *The Hindustan Times*, titled, "Yes, Bollywood commodifies women", the reporter writes "At a time when the entire country is asking for dignity and respect for women after the brutal Delhi gangrape, lyrics of hit Bollywood songs like the one above — *Fevicol Se*, are drawing flak from audiences for objectifying women."

The irony doesn't get starker than this. It took an incident like that of December 16 to make the press notice the lyrics of a song like *Fevicol Se*! Objectivity and fairness surely are the most over-rated media ethics.

Gradually the media reportage around the key events of crimes against women in the country picked up the theme of item numbers to set up discussions around the objectification and exploitation of women. Looking at the reportage around the December 16 incident in Delhi and the Shakti Mills rape case in Mumbai, one can easily notice a cluster of stories that refer to the film narratives and cinematic performances as affective excesses that spill over into shaping the dark reality of our society. In these stories that try to analyze the social vicissitudes and examine contemporary belief systems, mainstream cinematic texts are used as a convenient lens to look at the society. According to Norwegian media scholar Nkosi Ndlela, by selecting and more importantly, by shaping news, media represent the world rather than reflect it, leading to stereotyped frames. In his article for *Westminster Papers in*

*Communication and Culture*, 2005, Ndlela mentions, "Media representations reduce, shrink, condense and select/repeat aspects of intricate social relations in order to represent them as fixed, natural, obvious and ready to consume".

With such headlines as 'Rape spotlight on item numbers', 'Let the item song play' etc., these news articles that evoked cinema to narrativise the social realities of contemporary India in the context of such sensationalized events, not just simplified the complex social reality but in the process reduced the complex text of filmic narrative into fixed significations, thereby undermining the polysemy of any modern text. The idea of mainstream cinema in itself was reduced and at times made synonymous with these songs. Suddenly all the discussions around other films of 2012 such as *English Vinglish*, *Kahaani*, etc. were obliterated and a completely skewed grand narrative of Bollywood cinema was created and propped up on the excesses of such songs.

In an attempt to 'translate untidy reality' (Curran and Seaton) into neat stories with beginnings, middles and denouements, the evocation of the popular cinema presented itself as a pre-structured text. This then could be gainfully interpreted to prove journalist's own hypothesis about what's wrong with the society. So, in story after story 'item number' got tagged with suggestions of violence against women. On one hand, both *The Times of India* and *The Hindustan Times* had earlier conducted polls to decide the best item number of 2012 and had asked their readers to participate in voting for the top ten item divas of the year. These polls undoubtedly focused the readers gaze firmly on the body of the female star and highlighted the inter-text's infinite potential to circulate and thus commodify the original text. The same news dailies in their stories around the two rape

incidents in Delhi and Mumbai mobilized the item song and its meanings in a completely different context. The item song now was circulated as a signifier of all that's regressive in mainstream Hindi cinema. In a similar context, a close study of stories around the Jawaharlal Nehru University incident in Delhi, throw up equally problematic readings of cinema in the popular press. On July 31<sup>st</sup>, an undergraduate student in JNU's School of Languages walked into a classroom armed with an axe, a knife and a pistol, asked a girl to walk out with him and, when she refused, slashed her.

Both *Times of India* and *The Hindustan Times* played up the violence and the spurned lover angles in their very first reports of the incident. While *The Hindustan Times* headlined its story as "Spurned lover attacks woman classmate in JNU with axe, commits suicide", *TOI* presented a catalogue of weapons in the headline that went "Armed with knife, axe and gun, boy attacks girl in JNU, then kills self". A comparison of these two headlines with that of a more serious paper like *The Hindu* makes the point by itself. *The Hindu* headlined the story far more soberly as "JNU student axes classmate, commits suicide". Both *TOI* and *HT* played up the affective elements in reporting, and the fusion of 'truth with violence' was far more graphic and visual. The *HT* even carried a graphic strip (Figure 1) to explain the series of events and *TOI* did a plotting of the incident on a daylong timeline (Figure 2).



Figure 1 *The Hindustan Times* (Front page), August 1<sup>st</sup>, 2013

## SHOOTOUT SAGA

9.30am | Roshni Gupta reaches college as usual to attend the first lecture at the School of Languages. Aakash had come to the college too but was not attending the class as he had not registered for the academic session

10.50-11am | First lecture ends. Students leave classroom for break. Next lecturer arrives. Aakash (pic) manages to divert him and send him out of the room



11am | Aakash whips out a pistol from his bag and fires at Roshni. The gun gets jammed. Frustrated, he hits her repeatedly on the head with an axe. Seconds later, he slashes his neck as well with the same axe

11.30-12.15pm | Aakash taken to AIIMS Trauma Centre and Roshni to Safdarjung hospital where doctors perform surgery on her

1pm | Aakash declared dead

Figure 2 The Times of India (Front page), August 1<sup>st</sup>, 2013

While quite clearly, both the popular news dailies used a theatrical narrative in a fashion very reminiscent of what Hartley calls the 'textual system' that links the press to popular culture in the ways it dramatizes and sensationalizes stories to attract the attention of readers. Besides these dramatic elements of the news stories, both these papers over the next few days kept evoking the cinematic texts to corroborate their own analysis of the social reality in this context of killing on the campus.

HT again was more direct and dramatic in blaming Hindi cinema. In a story titled "Bollywood responsible for crimes of passion?", the writer sets up the tone of the discussion right at the beginning. She writes "Another case of jilted love gone wrong, and another slew of films around stalking. Is there an obvious connect between latest Bollywood releases, including *Raanjhanaa* and *Rockstar*, and Wednesday's incident of a girl in Jawaharlal Nehru University being axed by her jilted lover before he killed himself?" Well, nowhere does the story clarify that the male student who killed his supposed girlfriend had seen either *Rockstar* or *Raanjhanaa*, but it sure does a good job of clubbing the two films and reducing them to

be films about stalking!

Another story in *TOI*, about Delhi University campus and stalking, makes similar linkages – "If one were to watch Bollywood movies, one would think stalking is nothing but an intrinsic part of the Indian courtship ritual, and in cases where the silver screen stalker really gets out of hand, it's seen as a sign of pure, true love (See: *Raanjhanaa*)." Seen as a sign of pure , true love – by whom? - clearly not by the women in any case – nor in the DU campus (as the story itself goes on to establish) nor by the woman in the film *Raanjhanaa*!

Interestingly, even a cursory look at the reviews of the film *Raanjhanaa* (that got released a month before the gory incident happened) in both these papers presents a classic case of how meaning is constructed and magnified at the site of intertext.

The *TOI* review sums up the story in two lines "*A Hindu Brahmin boy falls in love with a beautiful Muslim girl from his neighbourhood. Does their love pass the acid communal test?*"

*The review is quite congratulatory, "Raanjhanaa* is a love story that has a Shakespearean touch and is mounted on a lavish scale. Set in Benaras, in a sense, the heart of India, the first half in the vibrant city where the Ganges flows, just sweeps you off your feet with its colour and feel. The plot follows Kundan (Dhanush), a Tam-Bram settled in Benaras. A slight vagabond, he falls hopelessly in love with Zoya (Sonam Kapoor), a fairly affluent Muslim girl in his neighborhood. And his feelings are beautifully conveyed through dialogue written by Himanshu Sharma and songs composed by Rahman."

Well, if the film glorifies the menace of

stalking, the reviewer clearly seems to have missed the point. The review, perhaps disappointingly for the reporters doesn't talk about the acid test called stalking!

The *HT* reviewer showering praises on Dhanush describes the film as "This love story is fantastical but these are characters we could know. Their emotions move us — so much so that when Kundan finally breaks down and cries, I wept too"

If at all any of these reviews or reviewers have a problem with the representational issues in the film, it's about its engagement with the student politics that seems to strike a fake note.

Through a critique of readings of a mainstream film like *Raanjhanaa* that got pulled in the vortex of reporting around the JNU incident in popular news dailies, one can explore how embedded narrative possibilities are excavated and narrative text is re-contextualized to suit the self-claimed social agenda of the press. This, in turn, sometimes deflects attention from the accountability deficit of the reporting media itself.

One can clearly see this in the case of *Raanjhanaa*'s readings post JNU incident. On one hand, through its glowing film reviews prior to the JNU incident, the press set the agenda of taste and culture for consumers of cinema. However, after the unfortunate incident, in a peculiar case of attribute-setting, the partial readings of the film associated it to the idea of obsessive love and warped courtship, and in turn held it responsible for campus crimes like stalking and even murder. These opportunistic inter-textual references undermined the polysemy of the cinematic text and sealed the meanings of the filmic

discourse for the readers. (Interestingly, both the film reviews and the post-incident coverage , even though presenting conflicting readings of the film, do not really engage with the portrayal of the woman character and the multiplicity of meanings and perspectives that it could generate in the discussions on gender.)

A socially responsible cinema is not an absolute thing in itself. A socially responsible cinema is also a text that is created and corroborated at the site of infinite intertextuality where every press editor, reporter and reviewer participates in co-authoring the social agenda of cinema. Thus, the social accountability of cinema becomes a much refracted virtue that's splintered through the prism of multiple inter-texts in the popular press.

## References and End Notes

- Hartley, J. (1996). *Popular reality: Journalism, modernity, popular culture*. London: Arnold.
- Hartley, J.(2009). Journalism and popular culture. In K. Wahl-Jorgensen and T. Hanitzsch(Eds.), *The Handbook of journalism studies*. New York: Routledge
- Hartley, J. (2008). *Television truths: Forms of knowledge in popular culture*. Oxford: Blackwell
- Fiske,J.(1987). *Television culture*. London and New York: Routledge
- ( December 6, 2012). *HT City, The Hindustan Times*. Delhi
- (December 11, 2012). *HT City, The Hindustan Times*. Delhi
- (January 5, 2013). *HT City, The Hindustan Times*. Delhi
- Ndlela,N.(2005). The African paradigm: The

coverage of the Zimbabwean crisis in the Norwegian media. *Wesminster Papers in Communication and Culture*, 2(Special Issue November 2005)

Curran, J., & seaton, J. (2003) *Power without responsibility: The press, broadcasting, and new media in Britain*.London: Routledge

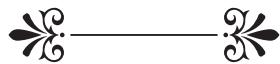
Sawhney, A.,( August 1, 2013). Bollywood responsible for crimes of passion? In *HT City*,

*The Hindustan Times*. Delhi

(August 2, 2013). By the first month of college, pretty much all my friends had stalkers: D.U. student. In *Delhi Times*, *The Times of India*. Delhi

Iyer, M., (June 20, 2013). Raanjhanaa. In *The Times of India*. Delhi

Chopra, A.,(June 21, 2013). Raanjhanaa. In *The Hindustans Times*. Delhi



# **Understanding the Development Model of Open Source Software and its Applications**

**Madhu Kumari<sup>1</sup>, Sanjay Misra<sup>2</sup> and V.B.Singh<sup>3</sup>**

**Abstract-***The popularity and usages of open source software(OSS) are getting an edge due to the advancement in communication and internet technologies. In some of the areas, open source software is dominating over proprietary software. Open source software is robust, reliable and more dependable. In this paper, we have done an exhaustive study on different aspects and challenges of open source software namely, the development model, the growth of OSS, why OSS fails, what makes OSS more dependable, the business model of OSS, OSS in developing countries and last but not the least the research interest in OSS products.*

**Key Words:** Development model, Open Source software

**Introduction:** During the last two decades, enormous advancement has been taken place in the field of communication and internet technology. This advancement has added different tools and techniques in information technology. Today's Information technology has changed the dynamics of life and society. It has added new dimensions like e-learning, e-conferencing, e-commerce, e-meeting, e-governance..., and the list is now becoming endless.

There is also a paradigm shift in the development software as we are moving from closed source software to open source software. There is countless number of success stories of open source software. Sanjiva Weerawarana and Jivakaweerawarana in his book "Open Source in Developing Countries" states that "The reality of the Open Source(OS) phenomenon today is that the majority of the Internet infrastructure is based on OS products including send mail, BIND, Linux and Apache HTTPD, the latter running more than 69% of all active websites (approximately 15 million) with Microsoft IIS coming a distant second with less than 23% share. Similarly Linux has made a relentless assault on the server operating systems market, and the business models driven by this outcome demonstrate their viability and profitability". The development of Open Source Software has

lowered the setup cost of Information and Communication Technology (ICT) as we are getting software free of cost.

Some of the quotes of Richard Stallman's (American software freedom activist and computer programmer) are

1. Proprietary software is an injustice
2. Control over the use of one's ideas really constitutes control over other people's lives; and it is usually used to make their lives more difficult
3. The idea of copyright did not exist in ancient times, when authors frequently copied other authors at length in works of non-fiction. This practice was useful, and is the only way many authors' works have survived even in part.



In India an ancient doha support the basic idea behind Open Source Software

<sup>1</sup>Delhi College of Arts & Commerce, University of Delhi

<sup>2</sup>Department of Computer and Information Sciences, Covenant University, Nigeria

<sup>3</sup>Delhi College of Arts & Commerce, University of Delhi

It cannot be stolen by thieves, nor can it be taken away by kings. It cannot be divided among brothers and it does not cause a load on your shoulders. If spent, it indeed always keeps growing. The wealth of knowledge is the most superior wealth of all!

### **Definition of Open Source Software:**

Open source software is software whose source code available to the general public, does not require license fee, it can be redistributed, and anyone can modify the source code and distribute the modified version of the software. Means, Open Source software is by the users and for the users.

### **Close source vs Open Source Software**

In proprietary/ close source software users have to pay price for license and they can not redistribute the software to other users. The source code of software is also not available in proprietary/closed source. In open source software, software and its source code is freely available to its users.

### **Free vs Open Source Software**

Free Software, Open Source and Open Source Software terms have been used interchangeably in the literature. FOSS (free and open source software) term has been also evolved to give impetus to philosophy of open source software and motivate the users for creating and modifying the codes. Here, the term free does not mean to free cost or zero price but related to software without any constraints.

## **2. Open Source Software Development Model**

“Good programmers know what to write.

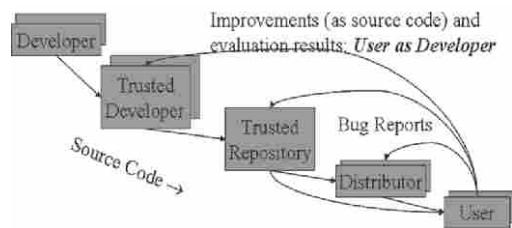
Great ones know what to rewrite (and reuse)<sup>1</sup>”

The OSS development paradigm challenges many conventional theories in economics, software engineering, business strategy, and IT management. Thousands of users are spending stupendous amount of time and great effort to write and debug software, without the greed of any compensation. Sometimes the software becomes very large and complex, since modification involves number of users without the benefit of traditional project management, tracking system, or error checking techniques.

It has number of bug tracking system (e.g.

BugZilla) where any user can report the bug and once bug has reported, it is open to all users to get it fixed and send back to the authors of the software. Also, any user can request for any new feature. It maintains all repositories namely bug, source code, different versions, comments, mailing list and communication which helps in improving the quality of open source software. So, the OSS development paradigm can produce innovative, high-quality software because it involves many ideas because it is developed by many users.

Following diagram explains the development model of open source software<sup>2</sup>.



Above diagram explain the development model of open source projects. In OSS, there are two types of users (i) active users and (ii) passive users. Active users are responsible for bug reporting, source code writing, maintenance and bug fixing activities. The passive users only use the software. In developing country, most of the users of OSS are passive users. All the OSS projects have a trusted repository which maintains different releases of software, source code, mailing list, reported bugs and their status. Users can get their software directly from the trusted repository, or get it through distributors who acquire it (and provide additional value such as integration with other components, testing, special configuration, support, and so on).

The users who are actively involved and come under the code developer are allowed to modify the trusted repository directly: the trusted developers. At project start, the project creators (who create the initial trusted repository) are the trusted developers, and they determine who else may become a trusted developer of this initial trusted repository. Users can send bug reports to the distributor or trusted repository, just as they

could for a proprietary program. But what is radically different is that a user can actually make a change to the program itself.

## 2.1 Open Source Licensing Models

Open Source Initiative(OSI), a non profit organization has been formed to promote and advocate for the benefit of open source software. It also builds bridges among different constituencies in the open source community. Open source licenses are licenses that comply with the Open Source Definition — in brief, they allow software to be freely used, modified and shared.

There are various licensing models for open source software. The main licensing models are

- i. GPL(GNU General Public License)
- ii. LGPL(GNU Lesser GPL)
- iii. BSD(Berkeley Software Distribution License)
- iv. QPL(Q Public license)
- v. IBM Public License
- vi. MPL(Mozilla Public License)

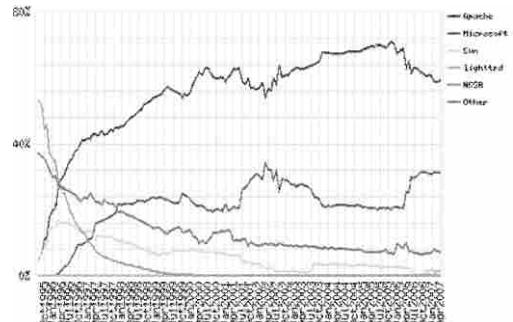
All the licensing models mentioned above give users a freedom to use source code, modify the source code, share the code and redistribute the software. But the licensing models namely BSD, IBM and MPL can follow closed source concept, means source code cannot given to users. In all the licensing model GPL has impact on derived works, means if we take a code, modify it and produce a software then that contribution will also be released under the GPL. The meaning is that you cannot make it private.GPL has impact on derived works too.

## 3. Growth of Open Source Software

*In many areas open source software is a reasonable or even superior approach over close source software or proprietary software. According to the various measures given below, we see that open source software has received great attention amongst software users. Various study show that the open source projects and size of source code are increasing exponentially.*

- a) The most popular web server has always been OSS/FS since such data have been collected. For example, Apache is the current #1 web server.

Market Share for Web Servers across All Domains, August 1995 - April 2007[3]



- a) GNU/Linux is the #1 server OS on the public Internet (counting by domain name), according to a 1999 survey of primarily European and educational sites

Operating System	Market Share	Composition
GNU/Linux	28.5%	GNU/Linux
Windows	24.4%	All Windows combined (including 95, 98, NT)
Sun	17.7%	Sun Solaris or SunOS
BSD	15.0%	BSD Family (FreeBSD, NetBSD, OpenBSD, BSDI, ...)
IRIX	5.3%	SGI IRIX

**4. Why OSS Fails?** There are number of OSS projects which are most successful in different domain but there are some projects that got fail due to less interest of active users. The one important reason is that the team which started the project left during the development of project due to business reasons. And in some cases, once the developer's interest is satisfied then he takes less interest in the development of project and project got fail.

**5. What makes OSS more dependable?** In

his seminal work the Cathedral and the Bazaar, Eric Raymond put forward the claim that “given enough eyeballs, all bugs are shallow.”

It is proven that Open source quality is on par with proprietary code quality, particularly in cases where codebases are of similar size. Organizations that make a commitment to software quality by adopting development testing as a part of their development workflow, by the open source and proprietary codebases analyzed, reap the benefits of high code quality and continue to see quality improvements over time. Various reliability models used to predict the reliability of OSS also claim that the OSS products are more reliable. The download of OSS product is also good in number which proves that this software is more dependable.

## 6. Business model of OSS

*The quality and adoption of Open source projects are measured by the size of their active users, the number of downloads, and other such metrics; companies are measured in terms of revenue and profit.*

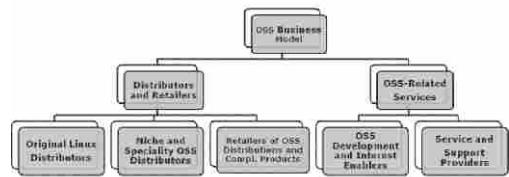
Business models for such OSS can be broadly classified into two categories:

- (a) distributor and retailers of various open source products; and
- (b) OSS related services.

- The business of retailers of OSS complementary products has however been very successful. Successful business models here include publishers such as O'Reilly as well as organizations that operate user conferences.
- The second major category of OSS business models are OSS related services. These can be subdivided into two major categories:
  - OSS development and Interest enablers and/or
  - Service and support for OSS products providers.

The recently developed ADHAAR CARD has been developed using OSS products because the OSS products gives more scalability and robustness.

## The hierarchy of OSS business models



## 5. OSS for Developing Country

The automation work of different departments is taking place in developing and developed country. The digital literacy rate is also low in these countries. The uses of OSS products can help in imparting different services. Different key areas can be identified for developing countries for the economy through IT like Enhanced or new business opportunities in the IT sector for private firms, Reduction of IT cost in the economy for both Government and private firms and Improvement in the effectiveness and efficiency of Government (and Governance).

Open Source Strategy for Developing Countries illustrated in Figure given below[6]



## 5. Research Opportunity in OSS

The development model of OSS has given opportunity to researchers of different domain of subjects and mainly from software engineering. In open source software, the software repositories namely, reported and fixed bugs, source code, mailing list, bug triaging information, release schedule are available to all users. The software repositories are only available with OSS and not available with any closed source software. All these repositories are available with CVS i.e. concurrent versioning system. The researchers can do an empirical research; validate their method, models and theory by using these repositories. Different mining tools are used to extract valuation information from the repositories. Researchers

used different software tools like SPSS, MATLAB, RAPIDMINER, R SOFTWARE, STATISTICA and WEKA for extracting valuable information, classification and clustering.

## 6. Applications of Open Source Software

Open source is a buzz word now days in the software industry, Universities, research institutions and other sphere of human activities. Open source is fundamentally a model of distributed, shared, open software development. Recently, however, the economic benefits of open source technologies have attracted a growing move towards adopting open source software (OSS) options in developing countries to a point that now the developing world is leading the developed world in open source adoption. The case for a developing country to adopt open source software (OSS) driven Information Technology strategy is a compelling one[6].

There are thousands of popular OSS used in different domains. Developing countries need to more focus on OSS in terms of development and usage. Open source tool is also available for education like MOODLE, BODINGTON.

Following are some application's areas of OSS:

Areas	OSS Used
Audio & Video	Media Player Classic Home Cinema(MPC-HC)
Business & Enterprise	Apache OpenOffice
Communications	Ares Galaxy
Development	Apache OpenOffice
Home & Education	Programming Without Coding Technology
Games	UltraStar Deluxe
Graphics	Sweet Home 3D
Science & Engineering	Sweet Home 3D
Security & Utilities	7-Zip
System Administration	FileZilla

- **MPC-HC (Media Player Classic - Home Cinema)-** MPC-HC is an extremely light-weight, open source media player for Windows®. It supports all common video and

audio file formats available for playback.

- **Apache OpenOffice** – Apache OpenOffice is a multi-platform and multi lingual **open-source office software suite** for **word processing, spreadsheets, presentations, graphics, databases** and more.
- **Ares Galaxy** -Ares Galaxy is an open source peer-to-peer file sharing application .
- **Programming Without Coding Technology** – PWCT is a Free-Open Source general-purpose visual programming tool designed for novice and expert programmers
- **UltraStar Deluxe** – UltraStar Deluxe is a free OpenSource game for PC .
- **Sweet Home 3D** -Sweet Home 3D is a free interior design software application
- **7-Zip** -7-Zip is an extremely popular file archiver for Windows, which, although free, outperforms Winzip .
- **FileZilla** -FileZilla is a hugely successful, cross-platform FTP client. It's also available as a server, for Windows only.

## Linux OS (Operating System)

The Linux open source operating system, or Linux OS, is a freely distributable, cross-platform operating system based on Unix that can be installed on PCs, laptops, notebooks, mobile and tablet devices, video game consoles, servers, supercomputers and more.

The Linux OS is frequently packaged as a Linux distribution for both desktop and server use, and includes the Linux kernel (the core of the operating system) as well as supporting tools and libraries. Popular Linux OS distributions include Debian, Ubuntu, Fedora, Red Hat and openSUSE.

## Basics of Linux

Linux is a *free* version of UNIX (or UN\*X). The *free* part is not mean in money terms but rather that the source code for Linux is freely available for inspection, modification and what you feel you can/should do...

Linux is a **multitask** and **multiuser** operating system. Now, a little explanation of this terminology.

An **operating system** is a collection of programs that run in a computer so that a person can easily

access the hardware and all resources of the computers. The operating system is the big program that makes your computer life easy (or difficult, if the operating system is a bad one).

A **multitask** operating system is capable of doing several tasks at the same time (well, not quite so, but it seems like that from the human point of view).

A **multiuser** operating system has a concept of "user quote;;, a way to identify the person that is using the system, and can allow different users to perform different tasks in the computer, and protect one user's tasks from interfering with another user's programs.

### **Open Office**

OpenOffice.org is a powerful office suite. It comes with everything you have come to expect from a world-class office package.

OpenOffice.org comes with high-quality and completely free tech support through our volunteer-run mailing lists and forums. OpenOffice.org is available in many different languages. These include French, Spanish, Portuguese, Chinese (both traditional and simplified), Italian, Japanese, Hindi, Romanian,

Thai, Danish, and Dutch, to name but a few.

The following table compares the packages contained in Microsoft Office and those in OpenOffice.org.

- OpenOffice.org Writer is a full-featured word processor.

It features unique tools such as the Navigator and Stylist. These make changing the formatting throughout a large document easy as 1-2-3.

- OpenOffice.org Calc is a full-featured spreadsheet. It has a vast number of statistical and scientific functions. It can create pivot tables, charts and more.
- OpenOffice.org Impress is a full-featured presentation tool that allows the user to create and modify diagrams and pictures right within the application.
- OpenOffice.org Draw is a powerful drawing tool. It has support for both vector and bitmap images. With the Connectors tool you can create complex diagrams and charts.
- OpenOffice.org is able to read and write

Microsoft Office files. Users can open and save Word, Excel and PowerPoint files on several platforms. These include Windows, Linux, Mac OS X and Solaris.

- OpenOffice.org has a one-click PDF export feature that lets you create PDF files. This feature makes exchanging documents in a standard read-only file format a simple task. The creation of PDF files normally requires third party add-on tools. With OpenOffice.org this feature comes built-in.
- OpenOffice.org can export presentations and drawings to the Macromedia Flash format (.swf). You can view your presentations in any web browser with the Flash plug-in. Now recipients do not have to install any special viewer in order to view your presentation.
- OpenOffice.org has accessibility options for the handicapped. There is a high contrast mode for some kinds of visual impairment. Also, it is possible to use it with certain special entry devices.
- OpenOffice.org supports bi-directional and vertical text. Hence, it can be translated into languages with complex layouts like Chinese and Hebrew. OpenOffice.org has been translated into more than 30 languages.
- OpenOffice.org uses an open XML-based file format. Unlike others, it is not held secret. The file specification is publicly available. Thus, anyone can write alternative software to manipulate OpenOffice.org files. You will never be forced to upgrade due to secret file format changes. This format is now the basis for the OASIS industry standard for office documents. The macro recorder lets you automate recurring tasks. For more complex functions, OpenOffice.org has a Software Development Kit (SDK). The SDK lets you extend OpenOffice.org using the Java programming language, C++, Python, Basic, OLE and XML.
- OpenOffice.org has an ActiveX control to let Windows users view documents within an Explorer window. The

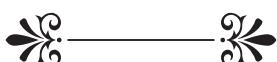
- ActiveX control can also be used within native Windows applications
- OpenOffice.org can export documents to some specialized file formats like Daybook and various small device formats such as Aportis Doc. Users can then carry documents on a Palm Pilot or Pocket PDA.
- OpenOffice.org has support for various databases, including open source databases such as MySQL and PostgreSQL. This combination allows users to do tasks that used to be done with Microsoft Access.

## **5. Conclusions**

In this paper, we have discussed different aspects and challenges of OSS. The popularity and usages of OSS is also increasing exponentially in developing countries. The usages of OSS reduce the setup cost of ICT program. We have discussed the development model, the growth of OSS, why OSS fails, what makes OSS more dependable, the business model of OSS, OSS in developing countries and last but not the least the research interest in OSS. We have also described some popular open source software. The paper also mention about the popular software used in different domains based on their downloads.

## **References**

- 1 Bela Ban “Open Source – A New Software Development Paradigm”, INFORMATIK INFORMATIQUE 2/1999
- 2 <http://dodcio.defense.gov/OpenSourceSoftwareFAQ.aspx>
- 3 David A. Wheeler, “Why Open Source Software / Free Software (OSS/FS, FLOSS, or FOSS)? Look at the Numbers!”
- 4 V.B.Singh, O.P.Singh, Ravi Kumar and P.K.Kapur , “A Generalized Reliability Growth Model for Open S o u r c e Software”,International Conference on Reliability, Safety &Hazard (ICRESH-2010)
- 5 SANJIVA WEERAWARANA , JIVAKA WEERATUNGA , “Open Source inDeveloping Countries”, SWEDISH INTERNATIONAL DEVELOPMENT COOPERATION AGENCY
- 6 [http://www.eldis.org/fulltext/open\\_source.pdf](http://www.eldis.org/fulltext/open_source.pdf)
- 7 [http://www.openoffice.org/about\\_us/openofficeintro.swf](http://www.openoffice.org/about_us/openofficeintro.swf)
- 8 <http://www.openoffice.org/documentation/manuals/oooauthors/Intro.pdf>
- 9 Sourceforge.net
- 10 Openoffice.org
- 11 [www.opensource.org/docs/definition.html](http://www.opensource.org/docs/definition.html)
- 12 <http://opensource.org/licenses>
- 13 <http://www.linux.org/>
- 14 <http://www.cs.cornell.edu/home/bba/OpenSource.pdf>
- 15 Eric S. Raymond, "The Cathedral and the Bazaar: Musings on OpenSource by an Accidental Revolutionary.O'Reilly& Associates , 1999 , <http://www.oreilly.com/catalog>



# **Intrinsic and Extrinsic Factors in Job Satisfaction; A Case Study of Physical Education Professionals**

**Dr Sunil Kumar Dahiya**

**Abstract-***Managing human resources effectively has become vital to organisations of the twenty first century. Increased levels of competition, complexity of technical and financial constraints, regulatory pressures and many such factors have alerted the organisations to the fact that all resources must be fully utilized better than before. There is a growing awareness that the satisfaction of human needs and values is essential to an organisation's ability to rise above the average in the quality of their products and services. Recognizing the importance of job satisfaction, the present study attempted to study whether there is any difference between the intrinsic and extrinsic factors in explaining the satisfaction among Physical Education professionals. Herzberg's two-factor theory of job satisfaction was also examined in this context for the current scenario.*

**Key Words:** Intrinsic, Extrinsic Factors, Job Satisfaction, PHE professionals.

## **Job Satisfaction - Meaning and Concept**

Locke (1976) described job satisfaction as individuals' positive or negative attitudes toward their jobs. Crow and Hartman (1996) viewed job satisfaction as the absence of feeling bad or dissatisfaction at work and stated that satisfied employees just feel good about their jobs. Job satisfaction is a pleasurable or positive emotional state resulting from the appraisal of one's job or job experience (Locke, 1976). A job may be a means to earn money for other pursuits or it can be an opportunity for self-fulfillment or both (Miller and Catt, 1989). Rarely, however, a job allows achieving one's work values; the more satisfied the person will be on the work. Conversely, the greater the discrepancy between the values and their achievement, the more likely the person will become dissatisfied from the work and the organization. Thus, the achievement of one's job values in work situation results in a pleasurable emotional state known as Job satisfaction (Locke and Henne, 1986).

One might also explain job satisfaction as the extent to which rewards actually received meet or exceed the perceived equitable level of rewards (Porter and Lawler, 1968). Job satisfaction has also been explained as a "multifaceted construct

that reflects an employee's feelings about a variety of both intrinsic and extrinsic job elements" (Schappe, 1996, p. 339). The most recent definition of job satisfaction is by Hulin and Judge (2003), which state, "Job satisfaction refers to internal cognitive and affective states accessible by means of verbal – or other behavioural – and emotional responses.

Thus, job satisfaction has been defined in many ways – as a general attitude towards work, as a cluster of attitudes toward different aspects of work resulting from achievement of needs, or values or a function of values, importance of values and perception. Nevertheless, all definitions incorporate that it is an affective evaluation response to a job or job conditions and as such can be negative, positive or neutral.

However, there is little consistency in the satisfaction facets considered by various job satisfaction theorists and researchers. The most typical categorization of facets (Smith et. al., 1969), for example, includes pay, promotion, coworkers, supervision and the work itself. Locke's (1976) divided the job factors into agent and event categorization and added four more, i.e., recognition, working conditions, benefits,

and company and management, to those discussed by Smith et. al. Later on, Landy (1989) also proposed the work itself (consisting challenge, physical, goal attainment), self, others in organization, organization and management, and fringe benefits as important job factors for computing job satisfaction. Another common categorization suggested by Herzberg (1966), who classified job factors into intrinsic (those related to the contents of work, such as work itself, challenge, recognition, autonomy, participation etc.) and extrinsic factors (those related to the context in which work is performed, such as working conditions, pay and fringe benefits, supervision, coworkers, promotion etc.). Employees may generalize the satisfaction level of their prior job to the present job (Kinieki, Prussia, and McKee Ryan, 2000). The relationship works in both the directions and there is an effect of both on each other (Judge and Watanabe, 1993). They need to fully understand the nature of job satisfaction and pay attention to employee's attitudes continuously to keep their employees happy, productive, stress free, and committed to their jobs (Newstrom and Dawis, 2002).

### Intrinsic and Extrinsic Satisfaction

The classification of intrinsic and extrinsic satisfaction is based on an early theoretical framework developed by Fredrick Herzberg (1966) who argued that these two are generally independent types of events that affect job satisfaction and dissatisfaction differently. Intrinsic satisfaction refers to satisfaction on factors associated with work itself. It originates from within the individual and has psychological values. Such satisfactions are essentially self-administered. Challenge, achievement, recognition autonomy and other elements directly related with the nature of job are all sources of intrinsic satisfaction. Extrinsic satisfaction, on the other hand, is meant for satisfaction with working conditions, supervision, organization's policies and procedures, coworkers, pay, additional income, and other components of the environmental context in which the work is performed. The sources of extrinsic satisfactions originate from outside the individual. Forces beyond the

individual's control determine the frequency and magnitude of extrinsic sources of job satisfaction (Vecchio, 2000). Such a classification not only helps in studying job satisfaction more logically but also, as Steiner and Truxillo (1987) proposed is useful in clarifying the job - satisfaction relation. The present study also applied the concepts of intrinsic and extrinsic satisfaction to measure the facets satisfaction and test the Herzberg's theory for Physical Education professionals.

### Theoretical Construct

The researchers have developed many theories of job satisfaction in the past 75 years of history of job satisfaction research. These theories attempt to answer the questions about the source and development of job satisfaction such as what determine job satisfaction. Under what conditions job dissatisfaction is likely? There are many theories which include Maslow's Need Fulfillment Theory (1954), Vroom's Valence Satisfaction Theory (1964), Locke's Value Discrepancy Theory (1969) Landy's Opponent Process Theory(1978) but the main theory which caters to intrinsic and extrinsic factors is Herzberg's Two Factor Theory which is explained below.

### Herzberg's Two Factor Theory

**Herzberg's motivation-hygiene theory** or the **dual-factor theory** states that there are certain factors in the workplace that cause job satisfaction, while a separate set of factors cause dissatisfaction. It was developed by Frederick Herzberg, a psychologist, who theorized that job satisfaction and job dissatisfaction act independently of each other .The theory was based around interviews with 203 American accountants and engineers in Pittsburgh, chosen because of their professions' growing importance in the business world. The subjects were asked to relate times when they felt exceptionally good or bad about their present job or any previous job, and to provide reasons, and a description of the sequence of events giving rise to that positive or negative feeling.

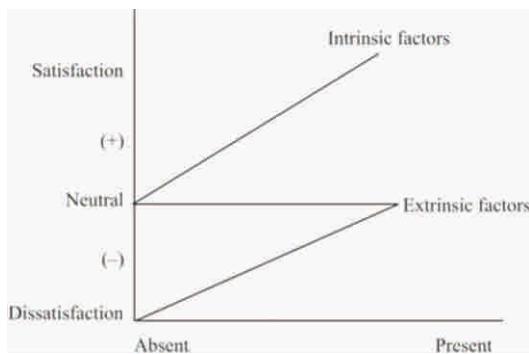
Based on the responses collected, Herzberg argued that the factors that led to satisfaction are

often different from those that lead to dissatisfaction when asked to consider factors connected to a time when they felt satisfied with their jobs individuals generally talked about intrinsic factors such as the work itself, responsibilities recognition, advancement achievement and possibility of personal growth motivators. Conversely, when they were asked to consider factors such as pay, company policies, administration, supervision, coworkers, job security and working conditions. (hygiene and maintenance factors). Herzberg further found that intrinsic factors were strongly related with satisfaction, while extrinsic factors strongly correlated with dissatisfaction.

Based on these findings, Herzberg argued that opposite of job dissatisfaction is not satisfaction, but simply no dissatisfaction and suggested elimination of hygiene or extrinsic factors from a job would only remove dissatisfaction, but not bring satisfaction. To bring out job satisfaction the organization must focus on motivation or intrinsic factors such as making the work more interesting, challenging or personally rewarding. Herzberg also emphasized that hygiene, on extrinsic factors are not a 'second class citizen system'. They are as important as the intrinsic or motivators but for different reasons. Hygiene or extrinsic factors if cared well prevent the dissatisfaction and bring the satisfaction and motivation at a neutral state, which is equally important. They are necessary to avoid unpleasantness at work to deny unfair treatment. Motivators or intrinsic factors reflect people's need for self-actualization while hygiene's represent the need to avoid pain. The theory casts a new light on the content of work. He was first to argue that hygiene factors are absolutely necessary to maintain the human resources of the organization. Motivators, on the other hand, relate to what people are allowed to do and the quality of human experience at work. They are the variables that actually motivate and satisfy people.

Herzberg emphasized the importance of 'quality of work life'. His two-factor theory advocated the restructuring the jobs to give greater emphasis to the motivating/intrinsic factors at work, to make

jobs more interesting and to satisfying higher level needs. Like Maslow, Herzberg's theory also offers people in organization a way to solve performance of individuals, hygiene factors help in preventing decline in their performance.



**Fig. : Herzberg's Two-Factor Theory**

### Objectives of the study

1. To find out the differences between intrinsic and extrinsic factors (as explained by Herzberg's two-factor theory) that affect the job satisfaction level amongst Physical Education professionals

#### Intrinsic factors:

- Challenge in job
- Personal accomplishments
- Recognition
- Prestige and status in org.
- Responsibility
- Involvement in decision making
- Autonomy
- Access to important information
- Participation in goals
- Opportunity to meet challenges
- Use of abilities
- Self esteem
- Growth and development
- Help to other people

#### Extrinsic factors:

- Pay
- Security
- Work closely with others
- Fringe benefits
- Working conditions
- Rules and procedure

- Additional income
  - Advancement
  - Supervision
  - Image and status outsider org.
  - Authority
2. To investigate the specific aspects of job attributes that correlate to satisfaction/dissatisfaction amongst Physical Education professionals.

### **Hypotheses**

- H<sub>1</sub> Intrinsic work factors cause job satisfaction among working Physical Education professionals.
- H<sub>2</sub> Extrinsic work factors do not cause job satisfaction among working Physical Education professionals.
- H<sub>3</sub> The Herzberg's Motivation- Hygiene Theory of job satisfaction is relevant in explaining job satisfaction of the working Physical Education professionals.

### **Research design and Methodology**

Having taken a look at the context of the study, identified its objectives and justified the need for understanding such a study, we now need to put in place the research design and methods of data selection and analysis so that the results of the study are scientifically tenable.

The present study is essentially a quantitative and exploratory research to explore the impact of work and personal factors on occupational patterns. The research method selected for conducting the research is the survey method.

**Universe and Sample of the Study**-The universe of the study comprises of the total number of students studying in physical education departments in different universities of Haryana. The total number of students had been calculated from 1990 batch onwards till 2010 passouts (HAU-Department now closed, CDLU-Department Started Post-2002-03).Stratified random sampling technique has been applied to collect a representative sample of alumni of Physical Education from the four universities. To collect primary data, the prepared questionnaire

was administered to a sample of 500 professionals. The data contains total 26 variables including 8 key variables and 18 demographic variables.

**Porter's Need Satisfaction Questionnaire:** It examines the satisfaction of Physical Education professionals on intrinsic and extrinsic factors of the job. An enlarged version of Porter's Need Satisfaction questionnaire (1961, 1962) has been used for measuring satisfaction on these variables. It also measures the importance of intrinsic and extrinsic job factors. The higher scores represent the dissatisfaction and lower scores represent the satisfaction level of the respondents. The range of the discrepancy scores for individual factor is 6 to + 6, including 0 for neutral point. This provides a 13-point scale, in which high scores represent high dissatisfaction. The ratings on importance scores range from 1 to 7, where high scores represent high importance attached to the variable and low score represents the low importance of the concerned variable. The compute intrinsic satisfaction, the scores of discrepancies on intrinsic factors have been totaled (retaining the signs) and divided by the total number of intrinsic factors, i.e. 15.

### **Univariate Analysis Of The Key Variables**

Univariate descriptive statistics for the key variables, such as overall job satisfaction, intrinsic satisfaction, extrinsic satisfaction, intrinsic factors; importance and extrinsic factors' importance was done. The objectives of the univariate analysis have been to have a description of the key variables and to estimate the range within which they might be present in the population. Hence, the descriptive statistics have been complemented with the inferential statistics by producing the margins of error and 95% confidence intervals. Results of the descriptive and inferential analysis for the key variables are given.

Table shows the mean, standard deviation, standard error of means margin of error and interval estimation of the key variables.

**Table : Descriptive and inferential statistics of the key variables with the reliability scores.**

Variable	Mean	Standard deviation	Standard error	Margin of error	95% confidence interval		Cronbach's Alpha
					Lower	Upper	
Overall job satisfaction	3.75	.55	.025	.05	3.70	3.80	.87
Intrinsic satisfaction	1.48	.99	.044	.08	1.39	1.56	.90
Extrinsic satisfaction	1.68	1.03	.056	.09	1.59	1.77	.79
Intrinsic factors importance	6.11	0.68	.030	.06	6.05	6.17	.85
Extrinsic factors importance	5.76	.71	.032	.06	5.69	5.82	.75

The standard error of mean shows the extent to which a man may be expected to vary in different samples of the same single randomly selected from the same population, or in sample terms show the sampling variability of the mean. The smaller the standard error, the lower is the variability of the mean in the sampling distribution of means and the greater the confidence one may have in the sample mean as representing the population mean margin or error shows the degree to which the estimation of population mean is accurate. As a rule, at 95% confidence level the population mean will be within it two standard errors units of the sample mean. Confidence interval represents the range of values between which the population parameter is estimated to the like margin of error, the confidence interval is also used in conjunction with the confidence level which for the present analysis, is fixed at 95%.

As seen in the table, the overall satisfaction of the Physical Education professionals is inclined towards a moderate high on a five point scale. The mean of the overall job satisfaction is 3.75 which is more towards the higher end of the scale. The inventory used to measure the overall job satisfaction implies that higher the score, higher is the overall job satisfaction from their work. The standard deviation of the variable i.e. .55 is also moderate, accounting for high moves the overall job satisfaction move toward the higher levels. The standard error is 0.025 that reflects a good amount of confidence we can have in the

sample mean as an estimate of the population mean. As mentioned above at 95% confidence level, the population mean will be within 0.025 standard errors units of the sample mean. Hence, we can say with 95% confidence that population the mean on overall job satisfaction will be within the range of 3.0 to 3.80 with a margin of error of 0.05. It is also shows a moderate level of satisfaction amongst the Physical Education professionals in the population.

As far as the intrinsic and extrinsic job satisfaction are concerned, the mean score on intrinsic satisfaction is 1.48 and its standard deviation is 0.99. The mean for extrinsic satisfaction is 1.68 and the standard deviation is 1.03. The intrinsic and extrinsic satisfaction are measured on a 13-point scale, ranging from 6 to +6 (with 0 as the amount of being (neutral). The higher score on the scale shows that the Physical Education professionals are more dissatisfied on intrinsic or extrinsic factors. Similarly, the lower score shows that the respondents are more satisfied on intrinsic or extrinsic factors. Negative scores represent the satisfaction level and positive scores show the dissatisfaction level. Therefore, it seems from the positive mean scores that the respondents are somewhat dissatisfied on both the intrinsic and extrinsic work factors, though the level of dissatisfaction on both the factors is not very high. The margin of error for the intrinsic satisfaction is 0.08 and for extrinsic satisfaction it is 0.09. At 95% confidence, the population mean of intrinsic satisfaction will be

1.39 to 1.56, and for extrinsic satisfaction it will be 1.59 to 1.77. The figures are again of not much difference from those for the sample.

The comparison of means of intrinsic and extrinsic satisfaction shows that respondents are less satisfied or more dissatisfied on extrinsic factors than intrinsic factors. The mean scores of intrinsic work factors (1.48) is less than the mean score of the extrinsic work factors ( 1.68). Both are positive, thus show the dissatisfaction levels. The higher score on the scale of extrinsic factors shows that respondents are more dissatisfied on extrinsic or hygiene factors than on intrinsic or motivational factors. Comparison of the

standard deviation scores on both the factors indicates that the variability in the scores of extrinsic factors is slightly higher than the variability of the scores on intrinsic factors is slightly higher than the variability of the scores on intrinsic factors. Consideration of standard deviations along with means of intrinsic and extrinsic satisfaction confirms the same conclusion that the respondents' extrinsic work dissatisfaction is higher than the intrinsic work dissatisfaction.

The table further shows that the mean importance score of all intrinsic factors is 6.11 with a standard deviation of 0.68 whereas the mean for

**Table: Mean and Standard Deviation of satisfaction and importance scores of intrinsic and extrinsic factors**

Variables	Mean satisfaction scores	S.D. satisfaction score	Man importance score	S.D. importance score
<b>Intrinsic factors</b>				
Challenge in job	1.11	1.78	5.92	1.30
Personal accomplishments	1.45	1.53	6.08	1.11
Recognition	2.08	1.64	6.20	1.16
'Prestige and status in organization	1.48	1.55	6.24	1.08
Responsibility	0.69	1.28	6.48	0.87
Involvement in decision making	1.45	1.49	6.03	1.24
Autonomy	1.48	1.63	6.25	1.05
Access to important information	1.66	1.42	6.13	1.11
Participation in goals	1.86	1.52	6.09	1.18
Opportunity to meet challenges	1.26	1.57	6.10	1.10
Use of abilities	1.74	1.58	6.29	1.07
Self-esteem	1.39	1.54	6.34	1.02
Personal growth and development	2.28	1.66	6.34	1.00
Help to other people	0.85	1.30	6.40	0.91
<b>Extrinsic factors</b>				
Pay	2.07	1.68	5.80	1.26
Security	1.78	2.04	6.30	1.03
Work closely with others	1.13	1.44	5.94	1.21
Fringe benefits	1.93	1.74	5.23	1.52
Working conditions	2.03	1.73	6.20	1.06
Rules and Procedures	0.83	1.94	5.85	1.23
Additional income	2.06	2.28	4.00	2.17
Advancement	1.86	1.82	5.49	1.83
Supervision	1.52	1.70	5.60	1.88
Prestige and status outside organization	1.39	1.57	6.13	1.15
Authority	1.74	1.77	5.71	1.37

all extrinsic factors is 5.76 with a standard deviation of 0.71. These high absolute means indicate that the Physical Education professionals give high importance to both the intrinsic and extrinsic factors. However, the table depicts that not only the mean of intrinsic factors' importance is higher than the extrinsic factors, but the variability therein is also less compared to the variability of extrinsic factors. This means that the Physical Education professionals have assigned more importance to the intrinsic factors than to the extrinsic factors and showed more consistency in the importance scores of intrinsic factors. The standard errors and margins of error are fairly low in both the scores. The confidence intervals show that in population also both intrinsic and extrinsic factors are given high importance, though the intrinsic factors are given more importance.

As seen in table, all mean scores on satisfaction are positive for both the intrinsic and extrinsic sub components of job satisfaction. This indicates that the respondents are dissatisfied on all individual factors of their work. However, for some job factors such as challenge in job, personal accomplishment, prestige and status in the organisation responsibility, autonomy, opportunity to meet challenges, self-esteem procedure, additional income, supervision, and prestige and status outside organisation, the position improves towards satisfaction after accounting for the standard deviations.

In intrinsic factors, the job factor 'personal growth and development' has shown the maximum dissatisfaction ( $M = 2.28$ ) followed by 'recognition' ( $M = 2.08$ ), both of which incidentally have appeared as the facets with highest dissatisfaction among all job factors. The respondents are least dissatisfied on 'responsibility' ( $M = 0.69$ ) and 'help to other people' ( $M = 0.85$ ) among the intrinsic factors. If we arrange the mean satisfaction scores of other intrinsic factors, the descending order list would consist participation ( $M = 1.86$ ), use of abilities ( $M = 1.74$ ), access to important information involvement in decision making ( $M = 1.45$ ), personal accomplishments ( $M = 1.45$ ), self esteem ( $M = 1.39$ ), opportunity to meet

challenges ( $M = 1.26$ ), and challenge in job ( $M = 1.11$ ). Among extrinsic factors, the respondents most dissatisfied on pay ( $M = 2.07$ ) and additional income ( $M = 2.06$ ) closely followed by working conditions ( $M = 2.03$ ). The factors on which there is least dissatisfaction include rule and procedures ( $M = 0.83$ ) and working closely with others ( $M = 1.13$ ). Other extrinsic jobs factors, in the descending order of mean satisfaction scores, include fringe benefits ( $M = 1.93$ ), advancement ( $M = 1.86$ ), job security ( $M = 1.8$ ), authority ( $M = 1.74$ ), supervision ( $M = 1.52$ ), and prestige and status outside the organisation ( $M = 1.39$ ).

To present a comprehensive view of the intrinsic and extrinsic job factors, the mean and standard deviations of the importance scores, for all individual job factors have also been shown in the table 4.2.2, in addition to the means and standard deviation of their satisfaction scores. It is clear from the mean importance scores that the Physical Education professionals give more importance to the intrinsic aspects of their work. The factors, given highest importance by the respondents include responsibility ( $M = 6.48$ ), help to other people ( $M = 6.40$ ), self-esteem ( $M = 6.34$ ), and personal growth ( $M = 6.34$ ). From the extrinsic category, job security ( $M = 6.30$ ) appears to be the factor assigned most importance followed by working conditions ( $M = 6.20$ ), and prestige and status outside the organisation ( $M = 6.13$ ). Additional income ( $M = 4.000$ ) is the factor to which they give the minimum importance among the extrinsic factors.

Thus, the results show that the Physical Education profession are slightly dissatisfied on both the intrinsic and extrinsic factors. An interesting point observed from the table is that the variability, in both the satisfaction and importance scores, is least in two variables, namely responsibility and help to other people, both intrinsic.

### Bivariate Corelation Analysis

**Intrinsic satisfaction** is found significantly correlated with only a few variables namely:

1. Sector of occupation ( $r = .186$ ,  $p < .01$ ): Respondents working in private sector are more satisfied on intrinsic factors in contrast to the respondents who are working in public sector organizations.
2. Determinant of recruitment ( $r = .107$ ,  $p < .05$ ) showing that professionals recruited with Academic performance are more dissatisfied than professional recruited with sports achievement on intrinsic aspects of job.
3. Number of subordinates ( $r = -.095$ ,  $p < .05$ ): Respondents assisted with more subordinates feel less dissatisfaction on intrinsic factors.  
No significant correlation has been found between intrinsic satisfaction and the remaining demographic and personal variables. Even with the above variables, the association is weak, except for sector of occupation.

**Extrinsic satisfaction** on the other hand appears significantly related with the following:

1. Assets ( $r = -.136$ ,  $p < .01$ ): Respondents with more material possessions are less dissatisfied on extrinsic factors on work.
2. Age ( $r = -.127$ ,  $p < .01$ ): as the age increase the Physical Education professionals get less dissatisfied on extrinsic factors as compared to those young in age.
3. Marital status ( $r = -.123$ ,  $p < .01$ ): extrinsic dissatisfaction is less among married respondents. Unmarried respondents are more dissatisfied on extrinsic factors.
4. Duration of work ( $r = -.115$ ,  $p < .01$ ): with the rise in tenure, there is a tendency in extrinsic dissatisfaction to get reduced amongst professional. In other words, as the duration of work increases the respondents become more satisfied on extrinsic factors.
5. No. of subordinates ( $r = -.115$ ,  $p < .01$ ): as the no. of subordinates or assistants increases the dissatisfaction on extrinsic factors gets reduced.
6. Income ( $r = -.096$ ,  $p < .05$ ): increase in income is associated with less dissatisfaction on extrinsic factors on work. Those earning

less are more dissatisfied on extrinsic factors.

The variables with which the extrinsic satisfaction is not found significantly related include gender, level of education, sector, determinant of recruitment professional bodies, spouse work status, no. of dependents and family occupation.

## Main Findings And Conclusion

The study results in the following findings:

1. In general, the Physical Education professionals are moderately satisfied on work. The mean overall job satisfaction score of 3.75 on a five-point scale indicates moderate satisfaction amongst respondents. There is still scope in the Physical Education sector organizations to improve the overall job satisfaction amongst Physical Education professionals as the moderate amount of satisfaction also indicates that they are dissatisfied somewhere on some aspects of the work.
2. The mean intrinsic satisfaction score of 1.48 and mean extrinsic score of 1.68 on a 13-point scale (where negative score shows satisfaction, zero indicates neutral, and positive score means dissatisfaction) shows that the Physical Education professionals slightly dissatisfied on both the intrinsic factors and extrinsic factors. The amount of dissatisfaction is higher for extrinsic factors and comparatively lower for intrinsic factors. It shows that comparatively the Physical Education professionals are less dissatisfied on the intrinsic factors.
3. The Physical Education professionals give high importance to both the intrinsic and extrinsic factors. The mean intrinsic factors' importance score is 6.11 and mean extrinsic factors' score is 5.76 on a seven-point scale, comparatively its

- intrinsic factors, which are assigned more importance than extrinsic factors.
- 4) a) Among all factors, the Physical Education professionals are most dissatisfied on the 'opportunity for personal growth and development'. They are most satisfied and least dissatisfied on 'responsibility'. Both the factors are incidentally intrinsic by nature.  
b) Among all job factors, the most important factor for Physical Education professionals is 'responsibility'
  - 5) a) Among extrinsic factors, the Physical Education professionals are most dissatisfied on 'pay' very closely followed by 'opportunity to earn additional income'. They are least dissatisfied and most satisfied on 'rules and procedures'.  
b) Among extrinsic factors, the most important factor is 'job security' and the least important is 'opportunity for additional income'.
  - 6) The correlations of overall job satisfaction with intrinsic satisfaction and extrinsic satisfaction are -.356 and -.329 respectively. The relationships are significant and negative showing that the Physical Education professionals who are more satisfied (or less satisfaction, and vice versa. The association of overall job satisfaction, however, is stronger for intrinsic satisfaction.
  - 7) Extrinsic satisfaction is significantly different in different age, designation tenure and number of dependants. No significant difference in the extrinsic satisfaction is there among the groups of Physical Education professionals on the basis of gender, level of education, spouse work status, and family occupation.
  - 8) Intrinsic factors of work are more important for the Physical Education professionals who are post-graduates, senior teachers, possessing sports related achievement, than their counterparts. Significant difference have also been found in intrinsic factors' importance among different income groups. Physical Education professionals who are earning 'above Rs. 30,000' give more importance to the intrinsic factors than those who are earning 'less than Rs. 15,000'. No other significant difference is found amongst the Physical Education professionals in the intrinsic factors' importance.
- Recommendations-** The present study has disclosed that the Physical Education professionals are slightly dissatisfied on intrinsic and extrinsic aspects of their work, showing the need to improve these two areas particularly. Thus, it is suggested that the Physical Education professionals should be given the opportunities to improve their intrinsic satisfaction. Efforts should particularly concentrate in this direction on personal growth and development, recognition, participation, and use of abilities. Similarly, the extrinsic factors must also be taken care of to not let the dissatisfaction grow amongst the Physical Education professionals. The specific area in the extrinsic factors, which require improvements, include the working conditions, income, fringe benefits, job security, advancement, and authority. Moreover, on further analysis only intrinsic factors have been found predicting overall job satisfaction. Therefore, it is also suggested that the managers should focus more on the intrinsic factors for ensuring long-term improvement in job satisfaction and performance of Physical Education professionals.
- Bibliography-**  
Crow, S. and Hartman, S. (1995), Can't get no

satisfaction, *leadership and organization development Journal*, Vol. 16(4), 34-38.

Dunnette, M.D., Campbell, J.P. and Hakel, M.D. (1967). Factors contributing to job satisfaction and job dissatisfaction in six occupational groups, *Organizational Behaviour and Human Performance*, Vol. 2, 143-174.

Emsher, E.A., Grant-Vollone, E.J. and Donaldson, S.I. (2001), Effects of Perceived discrimination an job satisfaction, Organizational commitment, organizational citizenship behaviour, and grievances, *Human Resource Development Quarterly*, Vol. 12(1), 53-72.

Ewen, R.B. Smith, P.C. Hulin, C.L., and Rocke, E.A. (1966). An empirical test of the Herzberg's two factor theory, *Journal of Applied Psychology*, Vol. 50(6), 544-550.

Giles, W.F. and Feild, H.S. (1978), The relationship of satisfaction level and content of Job Satisfaction questionnaire item, sensitivity, *Academy of Management Journal*, Vol. 21(2), 295-301.

Herzberg, F. (1974), *Work and the Nature of Man*, Granda Publishing.

Herzberg, F. (1967), *Work and Motivation*, Cleveland, OH: World Publishing.

Herzberg, F. (1987), Worker's needs: The same around the world, *Industrial Week*, September, 21, 29-32.

Hulin C.L. and Judge, T.A. (2003). Job attitudes, in W.C. Borman, D.R. Ilgen, and. R.J. Klimoski (eds.), *Handbook of Psychology*, Vol. 12: Industrial and Organizational Psychology, 255-276, New Jersey: John Wiley and Sons, Inc.

Judge, T.A., Locke, E.A., and Durham, C.C. (1997), The dispositional causes of job satisfaction,: A core evaluations approach, in L.L. Cumming and B.M. Staw, (eds.), *Research in organizational Behaviour*, Vol. 19, 151-188, USA: JAI.

Kinicki, A.J., Schriesheim, C.A., McKee, F.M., and Carson, K.P. (1997), *The construct validity of*

*the job descriptive index (JDI): Review, Critique and analysis*, quoted in Krietner, and Kinicki, 2002, p. 207.

Kinicki, A.J., Carson, K.P., and Bohlander, G.W. (1992), Relationship between an organization's actual human resource efforts and employee attitudes, *Group and Organizational Management*, Vol. 17, 135-152.

Kinicki, A.J., Prussia, G.E., and McKee-Ryan, F.M. (2000), A panel study of coping with involuntary job loss, *Academy of Management Journal*, Vol. 43, 93-100.

Lawler, E.B. (1973), *Motivation in work organizations*, Belmont, CA: Books/Cole.

Locke, E.A. and Henne, D. (1986). Work motivation theories, in CL. Cooper and I.T. Robertson (eds.), *International Review of Industrial and Organizational Psychology*, Vol. 1, 1-35, New York: Wiley.

Locke, E.A. and Latham, G.P. (1990), *A Theory of goal setting and task performance*. Englewood Cliffs, NJ: Prentice Hall.

Locke, E.A. and Latham, G.P. (1990), *A Theory of goal setting and task performance*. Englewood Cliffs, NJ: Prentice Hall.

Miller, D.S. and Catt, S.E. (1989), *Human relations: A Contemporary approach*, Homewood, Illinois: Irwin.

Nwachukwu, J.C. (1992). Multivariate analysis of job satisfaction using linear discriminant analysis. *Productivity*, 33(3), 437-442.

Roznowski, M. and Hulin, C. (1992). The scientific merit of valid measures of general constructs with special reference to job satisfaction and job withdrawal, in Cranny et al. (eds.), *Job Satisfaction: How people feel about their jobs and how it affects their performance*, 123-63, New York: Lexington Books.

Vrom, V.H. (1964), *Work and motivation*, New York: Wiley.M.D. (1967).

# Towards Constructing Indigenous Political Identity: A Study of Tomson Highway's Kiss of the Fur Queen

Dr. Santosh Bharti

**Abstract-***There are several factors involved in the formation of identity. Identity is historical and thus also dependent on the position in society. So much so, different sections of people are seriously engaged today in defining and redefining themselves in their struggle for recognition and representation. It is unsettling how one version of the truth can become a criterion for measuring/evaluating other constructions of reality. In recent decades there has been an increase in self-confidence among indigenous peoples in Canada with a desire to revive their traditional cultures to renew their identity. In this paper attempt is made to examine the undercurrents in the debates on the concept of political identity of indigenous peoples. Through Tomson Highway's novel, Kiss of the Fur Queen, the paper outlines the problems in understanding and implementing indigenous political rights. For the indigenous peoples, their unique spiritual relationship with ancestral land/ 'territory' is integral to their socio-political and cultural identity. This is because indigenous peoples lived in and occupied ancestral lands well before the advent of the Canadian state. Indigenous social and political rights are in a sense, among other things, about decolonization of the legal and political freedom to follow indigenous customary laws and practices in accordance with their own legal systems and political institutions. However, there is a major constraint in defining 'customary laws' and therefore in conceiving its implementation within the Canadian national legal system. An attempt is made here to reflect Highway's ideas on what it may mean to be 'Canadian'. The paper highlights the dichotomy in the idea of 'self-determination' and 'self-governance' and how identity can be used as a political instrument to make a case for the indigenous in Canada.*

**Key Words:** Political Identity, Kiss of the Fur Queen.

## Introduction

Indigenous identity is a complex and contested topic of discussion in Canadian political and cultural discourse. Today, indigenous peoples, are culturally diverse with varying levels of acculturation to mainstream Canadian society. This process of acculturation (be it social, cultural, psychological) resulted in cultural disruption and confusion, marginalization, discrimination and most important, an identity crisis for indigenous peoples. They were often being perceived as stateless communities or nations within Canada. Thus, in order to establish themselves as 'distinct' societies and sustain their rights, indigenous movements in Canada became more pronounced in the second half of the twentieth century attempting to transcend their dependence on the state towards a

more autonomous existence. This is evident in the shift in the debate amongst the indigenous, towards self-determination and self-governance.

Because identities are embedded in systems of power based on race, class and gender, they have assumed political significance with ramifications for how contemporary and historical collective experience is understood. In this sense, identity includes ways of looking at people, how history is interpreted, understood and negotiated. For indigenous peoples, individual identity is always being negotiated in relation to collective identity in the colonizing society (Lawrence 2003). Further, identity of Canadian indigenous peoples has been viewed by scholars and policy makers within the narrow construct of a movement to enhance "self-governance". These views

understand indigenous identity politics in terms of the value system of the existing dominant paradigm and therefore view it as a part of it. Yet, indigenous writers and political theorists have been arguing on a different line of thought which considers indigenous identity or identities to be unique. Portrayal of indigenous identity, is very important as debates about 'identity' involve concrete policy choices and have to be understood as an interplay of theory and practice to understand how effectively these identities are being portrayed and on the basis of that protected by the state.

Ever since Canada proclaimed its Constitution Act in 1982 incorporating the Charter of Rights and Freedoms, the federal government has not been politically or judicially responsive enough to accommodate satisfactorily the legitimate rights of indigenous peoples. Their "contemporary Native identity therefore exists in an uneasy balance between concepts of generic 'Indianness' as a racial identity and of specific 'tribal' identity as Indigenous nationhood". However, when one speaks of indigenous identity in Canada it "reinforces the notion that the word "Indian" describes a natural category of existence" and that "as a collective identity it was imposed on Indigenous populations when settler governments in North America usurped the right to define Indigenous citizenship, reducing the members of hundreds of extremely different nations, ethnicities, and language groups to a common raced identity as "Indian"(Lawrence 2003).

## **Indigenous Writings and Tomson Highway**

In redefining what it means to be indigenous, a new genre of writing emerged in Canada around 1960s by Canadian indigenous writers demanding indigenous rights to self-determination and land rights. These demands were based on historical claims accompanied by a large scale production of indigenous histories, memoirs, literary texts documentaries, attempting to portray the realities of indigenous life. A central mode of retrieving indigenous past in postcolonial literature was through reconstructions of their cultural and national

histories and identities. For indigenous writers, literature is not a leisure time or pleasure writing. It is considered as a means to record their glorious past before the advent of the colonizers. Writing for indigenous peoples is liberation, healing and medicine. It's a tool to condemn "the other", who is "othering" the indigenous Canadians. It is not simply about 'political power' but about a historical consciousness that the movement is inclined towards.

Though residential schools had damaging impact on indigenous traditional cultures and aimed at assimilation of indigenous children into the dominant culture and society, it helped indigenous peoples get education, an opportunity to write in English and make themselves heard. For example Tomson Highway, a person of Cree identity, and a product of the residential school became a famous pianist, playwright, novelist and theatre artist. Like him, many other indigenous children grew up to become teachers, novelists, musicians, politicians and lawyers. It is also due to residential school education that Highway writes his plays in English while incorporating indigenous language (Cree) and mythologies from his indigenous culture.

Highway's narrative is about the survival of indigenous spirituality and its healing powers indicating that indigenous spirituality is integral to Canadian indigenous identity and that the survival of the indigenous spirituality relates to the survival of that identity today. Indigenous texts, "engage fairly overt post colonial and decolonization themes that include the re-establishing of Native cultures and the challenging of historical and cultural records. The texts also expose destructive government policies and social injustices"(LaRocque 2010). This cultural clash also corresponds to Tomson Highway whose vision is embedded in Cree heritage but also distanced from it due to his white-English Canadian education. Such post colonial indigenous identity of indigenous writers/First Nations writers, is beset with ambivalence. On one hand, the intermingling of western forms with tribal and pan-tribal traditions, has led indigenous writers to "conceive of imaginable forms of identity

creation, in which boundaries are flexible and colonial realities can be subverted with little fear of punishment or reprisal”, on another level, “the notion of hybridity undermines Native sovereignty, both individual and communal”(Sinclair 2010). Thus, indigenous writers, in their writings, “deploy individual untranslated words or phrases as markers of difference and remake colonial languages like English into distinctive or hybrid forms”(Hawley 2001). Mixing both indigenous Cree and English together, Highway constructs a “powerfully dialogized, hybrid narrative that enables him to write back, not only to expose and condemn the evil that so traumatized an entire generation of native people” but “thereby making its unfamiliarity to non-Cree speakers gradually familiar while always reminding his non cree readers that this strange language (Cree) belongs here and is in control of the story”(Grace 2001). It is important to note that Highway in his works does not reject the Western tradition or criticize it. Rather he presents a mixture of Cree and Western narrative style to address various serious issues of misogyny, homophobia, violence and sexual abuse (Pearson 2007). Thus, “through the medium of drama, natives themselves are beginning to present a veritable smorgasbord of ideas; different concepts of time, different mythologies, a different kind of spirituality, different attitudes toward sexuality, different concepts of relationships between people where the non-interference ethic is paramount, a different attitude toward land and perhaps the most difficult for Western readers to comprehend, a gender-neutral, non-hierarchical world view. Much of the drama is yet to come; as it continues to be produced it has the potential to have a profound impact on Western modes of thinking” (Grant 1995). Thus, within the Fourth World paradigm, indigenous literature is seen as social protest writing and this canon of Fourth World literature attempts to explore the “distinctive cultural traditions and hybrid identity that inform indigenous existence and continued survival” connecting to pan-tribal Fourth World community and history (Murphy 2008). Considered as “post colonial” writings, indigenous writers/authors narrate the stories of dispossession, loss of land, language,

marginalization, disruption, displacement, and identity, but “they also crucially give us narratives of persistence and survival and even celebration” at times.

### **Political Identity in *Kiss of the Fur Queen***

In 1988, discussion about accommodating different ethnic groups led to the passage of Multiculturalism Act in 1988 which allowed more space for the indigenous literary canon to be culturally different. Indigenous writers of Canada like Thomas King, Beth Brant, Tomson Highway and others, included mythical figures of indigenous origin such as the 'trickster' in their work giving it a strong indigenous flavour. Given this sense of “difference” in indigenous writings, it has become a culturally appropriate means of approaching indigenous literature (Fagan 2010). Such body of works “provided a strategic rallying place for Indigenous artists across Canada to make strong political points in a way that was healing for them and their communities”. Such association with indigenous trickster also “made the point that Indigenous people were tired of being stereotyped in mainstream Canadian cultural production, tired of having traditional stories used without permission or even acknowledgment of the storytellers and tired of being excluded from national and provincial institutions that regulated access to education, grants, and cultural capital”( Fee 2010). Since trickster is a central figure in indigenous traditions and literature, it has helped indigenous leaders and writers to include political advocacy about indigenous rights in their works for example Harold Cardinal's *The Unjust Society* (1969), *The Rebirth of Canada's Indians* (1977), Maria Campbell's *Half-breeds* (1973), Beatrice Culleton's *In Search of April Raintree* (1983) and many more. Such political assertiveness with rise in educational levels, marked a revival of indigenous pride and cultural renewal (Magocsi 1999).

Highway's novel *Kiss of the Fur Queen*, describes trickster, “as pivotal and important a figure in our world as Christ is in the realm of Christian mythology”. It has many names and guises for example Weesageechak in Cree, Nanabush in Ojibway, Raven in others. He is seen

as a comic, clownish character whose role is to teach about “the nature and the meaning existence on the planet Earth; he straddles the consciousness of man and that of God, the Great Spirit” (Highway 1999). This trickster figure, in *Kiss of the Fur Queen* takes the character of the Fur Queen, who is one of the many trickster figures that appear in Highway's writings. The Fur Queen is described as the winner of the town's annual beauty pageant, who with her sparkling tiara and her Arctic fox fur cloak, presents a trophy to Abraham Okimasis, a Cree caribou hunter who won the Dog Sled Race at the Manitoba Trappers' Festival in 1951. The Fur Queen later kisses him indicating the entry of a First Nation hero into white popular culture. Since tricksters are always described as shape-shifters, Highway presents this mythical figure as protector and spiritual healer for the two main protagonists-Jeremiah and Gabriel. According to Wendy Pearson, “the novel hybridizes the Fur Queen from a white teenager tricked out with a tiara and a cape of artic fox into Cree Trickster, a compromised and compromising mixture of the colonial and the pre-colonial, of the serious and the camp” (Pearson 2007). Thus, the presence of this mythic figure pervades the novel and the story of the two brothers (Abraham's sons). The Fur Queen keeps a watch over the family of Abraham Okimasis throughout the whole book, indirectly helping them in their greatest struggles and even bringing Abraham Okimasis's children into the world.

As a transcultural writer, Tomson Highway's *Kiss of the Fur Queen*, centres on transcultural identities of his protagonists, acquired as a result of forced assimilation. The Cree-brothers, in the novel, named Champion and Ooneemeetoo Okimasis are wrested away and educated at a Catholic residential school. At the residential school, they suffer sexual abuse at the hands of priests, disruptions and attack on their language, their innocence as children, their culture, self-esteem and dignity because of assimilative racist policies and practices. Their names too are changed to Jeremiah and Gabriel (Fitznor 2006). Estranged from their own people and alienated from the white culture imposed upon them, and caught up between two cultures,

Champion/Jeremiah becomes a concert pianist before turning to social work and later writing while Ooneemeetoo/ Gabriel becomes a dancer and choreographer by incorporating native elements in his performances. Hence, “the narrative moves continually between Native and White cultures, exploring the destabilizing effects of this clash on the young men's lives, each of whom has a dual identity as a Cree artist classically trained in a White milieu” (Howells 2004). Both protagonists express a desire to belong rather than embracing the ethno-cultural plurality which characterizes their surrounding or family histories (Loschnigg 2010). Thus, the novel “redresses Canadian history by decrying the Canadian cultural assimilation policies directed to annihilate First Nations' cultures and identities” (Fraile 2009). In spite of this, desire to 'belong' to mainstream society, the brothers are unable to fit in. The younger chooses dancing as his career which “Highway's narratives insists ... is still ... a practice that is culturally and spiritually meaningful among Aboriginal people in Canada” (Belghiti 2009).

According to Lindsey Claire Smith, *Kiss of the Fur Queen* evokes an indigenous identity that, is firmly grounded in cities as a centre for indigenous activism and community-building. Tomson Highway, who is Cree, through his text, “locates an urban Indigeneity that does not retain the same enduring ties with reservations that are common in earlier Native texts. Throughout his novel, Highway develops an urban-centred sense of Native place” (Smith 2009). Through the urban setting, Highway transforms Cree identity suggesting that, a sense of fulfillment can also come from locating indigenous identity within the city and not necessarily from a reserve. This reflects the legacies of Canada's varied indigenous peoples—Metis, Inuit, status and non status indigenous peoples, living in urban cities who experience duality of indigenous/colonial identity. Such dual identity or so to say fragmented human identity is due to experienced relocation in historical context. In the novel, the two brothers after completing their residential school, move to Winnipeg and find themselves living their dual identity in the city, caught between two realities. Jeremiah, the eldest

brother relates to those indigenous peoples who seem to be attracted to white culture, almost in denial of his indigenous origin. Gabriel too is completely urbanized and lives like whites only to discover later that he has AIDS. It is only at his death bed he finds his *self*, rooted in the past and tries to reconcile himself with his indigenous identity. Towards the end of novel, the Okimasis brothers verbalize their identity from which they were alienated for long. The vision of the Fur Queen that precedes Gabriel's death seems to announce the victory of indigenous spirituality. The trickster is not always a benevolent figure. Cynthia Sugars points out that, figure of trickster appears, "as various settler figures" encountered by Canadian indigenous peoples and its evil presence which is represented in the form of abusive priests at the residential schools or the modern commercialized metropolis and so on. This human turned monster "Weetigo", also "represents a critical after-effect of colonialism, for it embodies the ways members of a culture can be induced to turn on their own people" (Sugars 2012).

Another scholar views the figure of the Fur Queen or trickster as pan-tribal and critical of heteronormativity (Buzny 2011). According to him, Highway "depicts an alternative, circular temporality". In the text, Gabriel and his elder brother Jeremiah make attempts to confront the traumas inflicted upon them by the priests at the Birch Lake Indian Residential School. Scarred by the marks of residential school, the boys enter their adulthood and attempt "to modernize their primitive Cree subjectivities" (Buzny 2011). Throughout the narrative, Highway recounts the story of how both brothers as adults attempt to transform their distressing and harrowing childhoods—Jeremiah through music and Gabriel through dance—"into powerful affective states that enact a decolonization of their minds and bodies, primarily through the exorcism and abjection of Roman Catholicism". Later, Gabriel appears to embody 'Two-spiritedness' when he comes to understand that his suppression and oppression is through heteronormativity and colonialism (Buzny 2011).

Apart from transcultural identities both

protagonists Jeremiah and Gabriel face, one might argue that Highway through his novel *Kiss of the Fur Queen*, "invokes a tradition of First Nations two-spiritedness in order to suggest a universalizing conception of gender fluidity that allows gay identity to cohere with First Nations identity" (Henderson 2009). Elaborating on this, Andrew John Buzny states that, two-spirit is a unique indigenous sexual and gender identity which represents the blending of masculine and feminine spirits within one sexed body. The term 'two-spirit' was originated at the third Annual gathering of gay and lesbian Native people in Winnipeg in 1990, in order to counter discourse to white GLBTQ (Gay, lesbian, Bisexual, transgender and questioning) movements and as an alternative to colonial term *berdache*" and "third gender", to describe indigenous queer identities, communities and activism. By embracing the term 'two-spirit', indigenous peoples are attempting to claim their history and identity within their communities (Buzny 2011; Driskell 2010).

This sexual difference has been seen as a movement for self-representation of sexual minorities critiquing normality and embracing sexual minority differences (Cronin and McNinch 2004). To promote this difference, there are numerous two-spirit organizations across America and Canada such as the San Francisco, Minneapolis, Winnipeg groups, who emphasize on spiritual and cultural connections of the indigenous queer to their indigenous identity (Gilley 2006). As a pan-Indian phenomena, two spirits see their identities "as continuations and extensions of social roles and identities within Native communities" (Gilley 2006). For example, "male-bodied two spirits conducted death rituals, such as digging graves and preparing the deceased for burials. Thus, they ritually transcended the boundary between life and death. In some groups, male two-spirits also did work characteristic of women such as making quillwork and beadwork. Interestingly, these two-spirits held honour and respect in their indigenous societies. *Winkte, alyha, mexago, tainna wa'ippe* are some examples of the two-spirits. The term *berdache* (used generally for males who are granted the social recognition of

being a member of the opposite sex), is derived from the French word *bardache*, which is offensive to some indigenous groups because of the fact that it refers to a 'male prostitute'. The indigenous 'two-spirit' concept refers, to a male or female assuming a social role of the opposite sex. But the term *berdache* has been used by colonial settlers on Canadian land to impose European values on indigenous peoples (Womack 2010).

So indigenous homosexuality or the term 'two-spirit' enables indigenous peoples like Driskell and Highway to form a sovereign erotic, as Qwa-Li Driskell in his article, *Stolen from our bodies* states, "an erotic wholeness healed and/or healing from the historical trauma that First Nations people continue to survive, rooted within the histories, traditions, and resistance struggles of our nations. The term 'Two-Spirit' is a word that resists colonial definitions of who we are. It is an expression of our sexual and gender identities as sovereign from those of white GLBT (Gay, Lesbian, Bisexual and Transgender) movements" (Driskell 2004).

The "two-spirited brings to the fore issues concerning race, ethnicity, indigeneity, naming, and spirituality as they relate to gender and sexual identities". In the novel, "Gabriel appears as queer who do not subvert both colonial and heteronormative discourses but comes to embody two-spiritedness when he comes to recognize that his oppression is mutually constituted through heteronormativity and colonialism" (Buzny 2011). The novel is autobiographical, in many ways. Jeremiah like Tomson Highway, is a concert pianist and playwright from northern Manitoba whereas Gabriel, like Highway's brother Rene, is a gay dancer who died of AIDS. But one central difference, is however, is that Jeremiah, unlike Highway himself, is heterosexual. However, "the experience of gay men such as Highway and his brother was hardly positive, but for a gay man this abuse cannot easily be divided from the resulting recognition of his sexual identity" (Goldie 2003).

## Conclusion

The cultural renaissance of indigenous literature

in Canada in the 1960s and 1970s was an effort in the direction of revitalization of indigenous cultures and to correct negative portrayals of indigenous identities that have affected their social and individual identities.

Further, Tomson Highway, through his writings exposes the traumatized state of indigenous communities in a cultural limbo. Attempting a cultural reclamation, Highway seeks to revive the trickster in his novel *Kiss of the Fur Queen*—a mythological figure forming an important part of indigenous cultures. Known by different names in different indigenous cultures (like Wenabozho in Anishnaabe, Nanabush in Cree), the trickster is a part of indigenous story-telling. By reviving the figure of Trickster, Tomson Highway reclaims his Cree culture and addresses the issues that had plagued indigenous societies for long in Canada. Though indigenous literature is a new genre, it is historically based on stories of colonization, coming of missionaries, residential schools, and their domination and subjugation.

Tomson Highway, a residential school survivor and first generation university educated indigenous person, uses a mixture of Cree and English language to tell his story. He constructs a powerfully dialogized, hybrid narrative that enables him to reproduce, expose and condemn the evil that traumatized indigenous communities for long. This way he creates a work of art that mixes cultures, languages, and modes of story-telling into a new heterogeneous discourse (Grace 2001). Such writing implies return to indigenous cultural roots which would enable indigenous peoples to recover a sense of belonging and identity. Like many postcolonial texts, Highway's *Kiss of the Fur Queen* explores the conflict between Euro-centric values and indigenous religious spirituality and creates an awareness of indigenous divine reality. In fact, his works have the blend of Euro-American background with indigenous ingredients derived from indigenous culture. So we can say that indigenous peoples like Tomson Highway,

generally represent a dual-identity. For example, to be Cree and Canadian at the same time enables them to restructure their relationship with Canadian government and maintain their distinct indigenous identity. In Highway's autobiographical novel *Kiss of the Fur Queen*, Jeremiah and Gabriel have dual identity, however both protagonists express their desire to belong to their traditional culture rather than embracing an ethno-cultural plurality. That is why Tomson Highway's works do not in real terms reject the dominant culture, rather they embrace it. In doing so, the social problem prevalent in contemporary indigenous communities in Canada is brought to the forefront—to confront the issue of indigenous colonization and subjugation and the necessity of indigenous healing for total well being. Highway chooses to write in English, to make his works accessible, not merely to the other groups of indigenous peoples but also to the potentially very large White-European leadership.

In his novel, *Kiss of the Fur Queen*, Highway moves beyond the customary western gender divide and invokes the tradition of two-spiritedness found in indigenous cultures. Indigenous sexuality was found on multiple gender roles. Such tradition was erased with colonization, as it was associated with being gay or lesbian. Being unaccepted in dominant white culture, Tomson Highway's *Kiss of the Fur Queen* suggests a coherence of two-spiritedness with First Nations identity. Two-spirit is a term currently in use by indigenous peoples of Canada to reflect on their past culture. Prior to White-European contact, indigenous communities had two-spirit members who were honoured, respected and formed an integral part of indigenous communities. But after colonization, these peoples were dehumanized and often criticized by White-Europeans which distorted their unique identity in queer community. Today, it has become a political issue in relation to their identity. Being a homosexual himself, Tomson Highway makes his character Gabriel embrace homosexuality or two-spirit, to form a sovereign erotic. But how the two-spirit identity will cohere with the First Nations' identity in contemporary

times, remains a question yet to be answered.

### **End Notes:**

1 Tomson Highway is a Canadian indigenous playwright, novelist, pianist and songwriter. For more information visit Tomson Highway's official website [www.Tomsonhighway.com](http://www.Tomsonhighway.com)

2 Indigenous refers to individuals whose ancestors were original inhabitants of Canada before the arrival of the White Europeans. These indigenous peoples, under the sections 25 and 35, are recognized as Indians or First Nations, Metis and Inuit.

3 Indian refers to Status and Non- Status Indians. Status Indians are those who are registered with the Canadian federal government whereas Non-Status Indians are not.

4 One of the assimilationist scheme started by white-Europeans was the establishment Residential school to provide education to indigenous children.

5 Two-spirit is the English translation of the Anishnabine/Objibway term “niizh manitoag”.

### **REFERENCES**

Belghiti, Rachid (2009), “Choreography, Sexuality, And The Indigenous Body In Tomson Highway's *Kiss of the Fur Queen*”, Postcolonial Text, Vol.5, No.2, pp. 1-17.

Buzny, Andrew John (2011), “Kissing Fabulose Queen: The Fabulous Realising Tomson Highway's *Kiss Of The Fur Queen*”, Postcolonial Text, Vol. 6, No.3, pp.1-18.

Cronin, Mary and James McNinch (2004), “Introduction”, in James McNinch and Mary Cronin (eds.) *I Could Not Speak My Heart: Education and Social Justice for Gay and Lesbian Youth*, Canadian Plains Research Centre, Saskatchewan/Saskatoon: Houghton Boston, pp ix-2.

- Driskill, Qwo-Li (2010), "Doubleweaving Two-Spirit Critiques: Building Alliances Between Native And Queer Studies", in Daniel Heath Justice et al. (eds.) *Sexuality, Nationality, Indentity*, Special Issue of GLQ: A Journal Of Lesbian And Gay Studies, Vol. 16, No. 1-2, pp. 69-92.
- Fagan, Kristina (2010), "What's The Trouble With The Trickster?: An Introduction", in Deanne Reder and Linda M. Morra (eds.) *Troubling Trickster: Revisioning Critical Conversations*, Ontario: Wilfrid Laurier University Press, pp. 3-20.
- Fee, Margery (2010), "The Trickster Moment, Cultural Appropriation, And The Liberal Imagination In Canada", in Deanna Reder and Linda M. Morra (eds.) *Troubling Trickster: Revisioning Critical Conversations*, Ontario: Wilfrid Laurier University Press, pp. 59-76.
- Fitznor, Laara (2006), "The Power Of Indigenous Knowledge: Naming And Identity And Colonization In Canada", in Julian E. Kunnie and Nomalungelo I. Goduka (eds.) *Indigenous People's Wisdom And Power: Affirming Our Knowledge Through Narratives*, Hampshire: Ashgate Publishing Limited, pp. 51-77.
- Fraile, Ana Maria (2009), "Exposing Blackness As Canadian (Literary) Identity: George Elliott Clarke's *George and Rue*", in Pierre Anctil et al. (eds.) *Canada Exposed*, Brussels: P.I.E.PETER Publishers, pp. 177-194.
- Goldie, Terry (2003), *Pink Snow: Homotextual Possibilities Canadian Fiction*, Peterborough: Broadview Press.
- Grace, Sherill E. (2001), *Canada And The Idea Of North*. Montreal: McGill-Queen's University Press.
- Gilly, Brian Joseph (2006), *Becoming Two-Spirit: Gay Identity And Social Acceptance In Indian Country*, Lincoln, NE: University of Nebraska Press.
- LaRocque, Emma (2010), *When The Other Is Me: Native Resistance Discourse, 1850-1990*, Winnipeg: University of Manitoba press.
- Lawrence, Bonita (2003), "Gender, Race, and the Regulation of Native Identity in Canada and the United States: An Overview", *Hypatia* , Vol. 18, No. 2, pp. 3-31.
- Loschnigg, Graz Martin (2010), "Trans-Culturalism And The Contemporary English-Canadian Novel", in Karin Ikas (ed.) *Global Realignments And The Canadian Nation In The Third Millennium*, Studies in Cultural and Social Sciences 5, Germany: Harrassowitz Verlag, pp. 175-186.
- Magosci, Paul Robert(ed.) (1999), *Encyclopedia of Canada's Peoples* , Toronto: University of Toronto Press.
- Murphy, Annalyssa Gypsy (2008), *Dissent Along The Borders Of The Fourth World: Native American Writings As Social Protest*, Ann Arbor: ProQuest UMI Dissertation Publishing.
- Pearson, Wendy (2007), "How Queer Native Narratives Interrogate Colonist Discourses", in Leigh Dale and Helen Gilbert (eds.) *Economies of Representation, 1790-2000: Colonialism And Commerce*, England: Ashgate Publishing Limited, pp. 169-182.
- Smith, Lindsey Claire (2009), "With These Magic Weapons, Make A New World: Indigenous Centered Urbanism In Tomson Highway's *Kiss Of The Fur Queen*", Canadian Journal Of Native Studies, Vol. 29, No. 1&2, pp. 143-164.
- Sugars, Cynthia (2012), "Canadian Gothic", in David Punter (ed.) *A New Companion To The Gothic*, West Sussex: Wiley-Blackwell Publishing Ltd, pp. 409-427.
- Womack, Mari (2010), *The Anthropology Of Health And Healing*, Maryland: AltaMira Press.

# Communication and Modern Civilization

Dr. Shilpa Chowdhary

**Abstract-***No group can exist without communication: the transference of meaning among its members. It is only through transmitting meaning from one to another that information and ideas can be conveyed. Communication, however, is more than merely imparting meaning. It must also be understood. In a group where one member speaks only French and others do not know French, the individual will not be fully understood. Therefore, communication must include both the transference and the understanding of meaning. Perfect communication, if there were such a thing, would exist only when a thought or an idea was transmitted so that the mental picture perceived by the receiver was exactly the same as that envisioned by the sender. And it is the skill of communication of the sender through which he crosses all the barriers between him and the receiver. This skill makes one well understood and accepted and many lives become smooth, livable and successful.*

**Key Words:** Communication, Civilization.

Democritus, the Greek philosopher has rightly said "You cannot live in the same society a second time". This is just as you cannot step into the same place twice. It means that change in the human society is continuous, perennial and pervading.

It is only through change that progress in the society is brought about. More the change, greater is the progress. Human civilization has reached the present stage only due to social changes. Social change is the key to social progress.

Communication is one of the most powerful means of bringing about social change. Mac Luhan has developed a thesis of technological determinism which says that changes in the technology of communication bring about social changes. The revolution in the media of communication has accelerated the pace of social change in the last few decades. Radio, television, newspapers and other mass media have not only "shrunk" this world but have also revolutionized the values, attitudes and interests of the social milieu.

Communication is the master key to modern

civilization. It has affected the entire world immensely and wonderfully. The whole world has been reduced to a close neighbourhood. The distance of time and space has been almost removed and all barriers of castes, communities, creeds and colours have given place to mutual fellow-feeling, interrelationships and co-operative ventures. Robert M-Hutchins, a distinguished educationist, has named it "a communication revolution". In fact, today it has exerted inevitable influence on millions and billions of people all over the globe through various means and media. It is informing, entertaining and inspiring individuals in many ways.

Communication is a process of transmitting information and ideas from one person to another. It implies common experiences, mutual sharing or give-and-take. It gives different meaning to different people.

Communication assumes a democratic philosophy of life which implies the dignity and respect of all persons who enter into any kind of communication. It also gives freedom to learn and criticize. John Dewey, an exponent of democracy, has emphasized shared experience as

---

*Dr. Shilpa Chowdhary has teaching experience of over 15 years. At present, she is teaching as Assistant Professor, Department of English, Sri Aurobindo College (Morning), University of Delhi, New Delhi. She has published various articles in national and international journals. She has attended and presented papers in national and international seminars and conferences.*

a key element in communication. He says, "Communication is a process of sharing experience till it becomes a common possession; it modifies the disposition of both the parties who partake of it."<sup>1</sup>

Willbur Schramm, an outstanding communication expert, has said that communication "is concerned with all the ways in which all information and ideas are exchanged and shared. Thus we are talking about both mass and interpersonal communication. We are talking about the spoken word, signal, gesture, picture, visual display, print broadcast, film - all the signs and symbols by which humans try to convey meaning and value of another."

An important task of communication is to promote development and without its support no project can be made successful. Balcomb (1975) has aptly mentioned that many ambitious projects have failed because of poor all-round communication. From his own experience, Mac Luhan has pointed out that the UNICEF and other agencies had supplied a considerable amount of audio-visual equipment to various projects but much of this was being poorly used. The hardware was there, but the software was very often left out to take care of itself. This means that proper dovetailing and adequate coordination as well as integration of the technical equipment used for communication purpose and the messages on information that are to be transmitted through these mechanisms are essential for effective communication. Thus, for implementing projects in every field, whether health or agriculture or education, the building of such overall communication system is technically called the "Project Support Communication".

It may be mentioned in this connection that at least four elements are required for communication: (i) source (ii) message (iii) channel and (iv) destination (Schramm, 1954). These involve both human and mechanical segments for communication. There must be person(s) to initiate at one end and receive at the other end, and a message to be conveyed by expression, gestures, spoken or written symbols

or by drama or photographed pictures. This process emphasizes the need for common understanding of language and word meanings based on similarity of experience and background for effective communication.

The source must have the correct message to be transmitted clearly to the receiver. It is also to be ensured that the receiver is understanding the message accurately and is also producing a desired response. Thus, communication must be a two-way process resulting in intercommunication based on mutual sharing of experiences and a continual feedback. Effective communication is, therefore, a two-way process.

With a view to making communication effective, motivation of the persons concerned is to be generated. People should think for themselves and on their own initiative. They must do whatever they think is right and desirable for them, and not just because they are told to do so. They are to function as project participants and not merely as project beneficiaries.

Without the need being felt by the beneficiaries themselves, the project, howsoever need based and useful, cannot be implemented successfully. A small example may be cited here. In a tribal village, women had to go to distant hilltops to fetch drinking water. Under the Community Development Project in that village, a well was sunk and sweet water was made available. But the tribal women were so used to bringing water from a high altitude and not oriented to drawing water from a well nearby that the well eventually turned to be a big dustbin.

Another interesting incident of this nature has been narrated by Matheson (1975). Many years ago, a big project was started in the vicinity of Rome to clear the Potine Marshes for eliminating mosquitoes and the diseases from the city and at the same time creating more arable land for cultivation of vegetables and fruits. But fishermen living in the swampy places and earning their livelihood from fishing grew irate at the prospect of swamps being drained out. They broke the walls of the water tanks that had been created to lead off the water and soon the ambitious drainage project

was completely wrecked.

These phenomena clearly indicate communication gap as the tribal community and the fishermen were not explained about these projects which were meant for a better and happier life. Matheson has, therefore, remarked that although tools and technology are available today to help improve the lives of people throughout the developing world, too many projects still fail to achieve their goals because communication experts and development planners often do not communicate effectively with each other or with the people they are trying to help. Unless the people themselves are made ready for the changes and feel the need for change, no project can be a success.

We may use various kinds of mass media and audio-visual aids but our message must be clear and should be communicated as effectively as possible. In order to facilitate this, audience have to be motivated through various means, most important of which is felt to be interpersonal communication. Matheson has again hammered this point when he says that finding the right message for the right medium for a specific audience is a constant challenge for communication experts and development planners and workers. Much has been claimed for the power of the mass media and it has certainly achieved wonders in bringing people instant information and in shaping lifestyles and beliefs. But when it comes to rural societies, especially where literacy levels are low and traditions deep-rooted, the effectiveness of mass media in bringing about change is very limited. Experience has shown that probably the single most effective means of communication is the

interpersonal dialogue between two or more people.

Every medium of communication has its own limitations. So it has to be selected according to the socio-cultural conditions of the clientele and be used in appropriate time and place with much stage. They must be integrated with the whole system and not just tagged on as an afterthought. Moreover, adequate awareness of the target population should be generated, their needs felt by themselves, their motivations created and attitude changed so that communication is made effective and social change facilitated for our desired ends.

### **References:**

- Ottaway, AKC (1962), *Education and Society*, Routledge & Kegan Paul, London
- Mac Iver R.M. (1950), *Society*, Macmillan, London
- Ogburn, WF & Nimkoff (1947), *A Handbook of Sociology*, Keagan Paul
- Balcomb, John (1972), "Communication for Development: Propaganda to Dialogue and Entertainment" in the UNICEF NEWS issue 84/1972/2
- Schramm, W (1954), *The Process and Effects of Mass Communication*, University of Illinois, Urban
- Dewey, John (1963), *Democracy and Education*, Macmillan, New York



# **Contextualizing the Ethnic issues in Assam with reference to Bangladeshi Migration**

**Pallavi deka**

**Abstract-***The paper is an attempt to analyse the ethnic issues in Assam in the context of the human migration that has been occurring across the border from Bangladesh. In recent years there have been deep rooted anguish and wide range of conflictual situations in many parts of Assam based on migration issue. The arguments like internal security crisis, danger to the identity of Assam as an integral part of India and threat to the unique identity of the state are critically explored in the paper. The fact that 'Assamese' identity has never been a homogenous one and migration has been a persistent feature of the region cannot be undermined. Hence the paper argues that the problem that Assam faces today is not ethnic in actual sense but much beyond that. Political crisis of the caste Hindu ruling class has an agenda behind this manufacturing due to increasing number, consciousness and organisation of the among the Muslim population in the state.*

**Key Words:** Bangladeshi Migration, Assam .

## **Introduction**

In the year 1980, there was a series of publication of epoch making articles in Economic and Political Weekly revolving around the question of 'Assamese' nationalism resulting from the anti immigration sentiments. The historic Assam Movement has now become a matter of past, but the intellectual debate that took place in the heydays of the movement did not die down. The article 'Little Nationalism turned Chauvinist' by Amalendu Guha brought much deliberations in the EPW special edition and that discussion still persist in terms of the continued immigration from Bangladesh. However the question still looms large in regard to whether little nationalism has turned into big communalism in the present context of national political discourse in India.

Migration studies have remained, by and large, the concern of demography and economics. However there is an intellectual engagement going on in the modern period if there is a causal relationship between immigration pressure and aggressive nationalism. One view sets that it is because of the migrated people that there is rising

crisis of identity of the indigenous people because of which nationalism become extreme and this causes a genuine hate campaign towards the migrants as they are conceived as invaders of a 'solid identity' of the indigenous population. There is a counter view towards this perspective, which is that, the sources of animosity towards foreigners and immigrants lie within the internal problems of a society that exist without, and that have existed prior to, the presence of foreigners and irrespective of the presence of trans-national migration process. The aggression that seeks out the foreigner as scapegoat readily originates from the resentments among those who are endangered by marginalization.

## **Historical Over-view**

If we go into the history of ethno-religious events in modern Assam, then the picture becomes much clear. Whole paranoid regarding migration of people from outside the state has to be looked upon from the angle of how spirit of nationalism was nurtured in this part. India, generally held up as a successful model of 'nation building' in a multi ethnic polity. Even though the rise of Hindu nationalism in recent years may have raised

---

*Pallavi Deka is currently teaching in the Department of Political Science in Delhi College of Arts and Commerce, Delhi University. She hails from the state of Assam and her area of research interest is the north-eastern region of India and the Eastern neighbouring countries.*

doubts in certain quarters about the future religious tolerance, “ethnic” or what has been called “sub national” dissent in India is seen as being well managed (Baruah: 1999: xi). The issue of national though centered mainly on language, but in recent times it has taken more a religious stance.

The concept of ultra nationalism on religious terms though new in the state, its genesis could be found in the initial period of reaction to the immigration of East Bengali Muslim peasants. The anti partition struggle was in full swing in Bengal and the Surma Valley in first decade of the 20<sup>th</sup> century. The prospect of Muslims out-numbering the Bengali Hindus in the new province had its appeal to the former. Thus Hindu and Muslim identity became strong in the Valley. In 1940's the demand for the abolition of the Line System had converged on the demand for a six-province Pakistan that would include Assam. In January 1946, Province's Muslim electorate stood behind this demand. Under these circumstances the Bordoloi government's routine measure to evict thousands of immigrant squatters from grazing and forest reserves, looked like a counter measure to curb the League, had to be stopped.

The communal feeling was running high, particularly since the observation of Direct Action Day. There was a minor communal clash in Sylhet. The district magistrate of Darrang felt in November that in many areas “the eviction operation would require strong military aid not only to give protection to the officers but also to protect Assamese villages....against retaliation” (S.N. Maitra, District Magistrate to the Divisional Commissioner, ii November 1946). The League politics provided an opportunity to the chauvinistic influence of Ambikagiri Raychaudhury to thrive. Raychaudhury's call for the organization of two lacs strong Assamese volunteers styled Assam Atmarakshini Bahini to resist further immigration. With independence of India and with the recognition of Assamese as the official language and medium language all these issues went to the back burner for sometime. But with the starting of the Assam Movement the Communal sentiments again flared up in Assam.

The 'law and order situation' became extremely unpredictable with the Assam Police and the state administration lending unconcealed support to the movement. Violence erupted in Dibrugarh and Tinsukia, where Bengali minority came under attack.

At this juncture the Rashtriya Swayam Sevak element in the movement tried to divert the tension into anti Muslim channels and nearly succeeded. Since the youths in the movement were not given clear instructions as to the procedures for detection and expulsion of foreigners, since there was no strict discipline and control at the local level, and since extremist among the regional groups made a habit of coercive fascist practices, incidents of violence and intimidation were bound to increase. A river boat carrying 'Bangladeshis' to the paper mill of Jogighopa was seized and helpless members of the Muslim crew were butchered near Sualkuchi (Gohain: 1980:418-20). The horrors of Nallie massacre has been already in discussion in mainstream academia and political realm.

The political leadership of the Bengali Muslim community skilfully insulated the influx issue from the language politics that dominated the scene by getting that community to return Assamese as their mother tongue. However things have greatly changed as continuous alienation have made, what is called forced attempts of amalgamation with the Hindu Assamese society loose, on the part of immigrant Muslim community in India. This is further strengthened by the similar trends among all 'other' communities in Assam.

### **Theorizing the perspective**

In its new sense of “citizenship in a civil society,” this post-ethno-national “nationality” is conceived mainly as a result of a continuous identification with a common *res publica*, whereby the idea of national citizenship rests on the conscious will of individuals and is directed towards the future, not determined by the past and dependent on the ties of genetic descent. This is a completely left wing, rigorously egalitarian, political view to three other positions—the ethno-nationalist (right wing), nation-state

(conservative), and multiculturalist (liberal) (Fizalkowski: 1993:850-869). Thus this would be a defensive reaction to accept that there is an inseparable link between increasing immigration pressure and aggressive nationalism. The main cause of aggressive nationalism are rooted, on one hand, in the internal aspect of the domestic society and the problems of deficient social integration and, on the other hand, in an uncertain collective identity within the domestic society that remains unresolved irrespective of the immigration flow.

When we take this changed notion of citizenship in terms of Assam, the question still comes that by virtue of conscious will of the individual, if the Muslims coming from Bangladesh get the citizenship in Assam, then what may be the consequences. The reply may be simplified to the extent that Muslims may become majority to dominate in the political matters. So the fear that soon Assam will become a part of Bangladesh, which is expressed in the common realm even by the intellectual community in Assam, gets defeated because no one wants themselves to be living in Assam with a Bangladeshi citizenship. Hence the main problem is the fear of loss of political power by the Hindu elite Assamese section which has been enjoying that power since long by denying the lawful rights of the tribes of Assam (which is now accepted by most sections due to the alienation of all tribal community to the 'Assamese' identity). So the basis of the insecurity seems more of communal than any other sentiments.

Here the other view of challenge to a 'solid identity' in case of Assam becomes obsolete because today it has been questioned from all angles. It is hard to believe that the tribal communities will come united with the upper class Hindu Assamese in fight against illegal intruders; so the ruling Assamese elite takes the smallest pretext to provoke the tribal communities against the outsiders. The easiest way is to bring out the issue of land grabbing by the foreigners. It is a concern that due to population increase, by whichever way- natural or through internal as well as external migration, there has been encroachment of agricultural

lands and forestry etc. But it is an issue of broader texture because aspects of population increase, scarce resources and misplaced priorities of the government need to be critically examined here. But in case of Assam, the only concentration is that the foreigners are grabbing the land holdings of the tribal population of Assam and many stray to serious incidents of tussles are happening including some major conflicts till today.

The ideology of indigenousness has had profound effects on the attitude towards the immigration issue in Assam and on the pattern of socio- political and economic activities in the state. Concern over becoming a minority has also been a central issue in India's north-eastern state of Assam, where there has been a long history of immigration from the neighboring Bengali-speaking region. The nationalist movement that developed in Assam in the end of the nineteenth and early part of the twentieth century was directed against the Bengali settlers as well as against the British. So the immigration issue gave a base to root the predominance of the Assamese, the 'sons of the soil' or the 'Bhumiputra' concept was strengthen. The six years long Assam movement further consolidated the hatred toward the migrants and stabilized the extreme nationalism. However, as has been said it is not only because of the Bangladeshi migrants that the nationalistic sentiments arose in Assam. In fact these people were merely a part of the whole conspiracy of the Assamese elite who try to consolidate their position by continuously searching for an 'other'-in each stage of history (Guha: 1974:348-365). Thus Assam proves itself to be laboratory test to discuss about the relation between migration and the rise of aggressive nationalistic sentiments.

Assamese language and culture has and would never been the asset of any particular community. The way how the 'immigrant' Brahmins came from Banga, Orissa, Bihar, and 'immigrant' Kayasth came from Kanauj and Gaud to become a part of Assamese community; likewise the 'immigrant' Muslims who came from East Bengal/ East Pakistan has accepted the Assamese language and culture to become a part and parcel of Assamese nationality. Therefore the

Assamese society should accept these people as 'Assamese' without any doubts and narrowness in mind. Instead of doing that if this community is ridiculed and referred to as 'miyas', outsiders, doubtful Bangladeshis for long, then in spite of coming closer, the possibility of their going away from the Assamese national life can not be negated. Taking this possibility as a challenge, there is every reason to take opposite steps against such mentalities (Hussain: 1997:30-31). In the vastly changed demographic reality of Assam, the Assamese were now dependent on some bargaining with the other communities even to realise the dream of a linguistically defined Assamese homeland (Baruah: 1980:543-545). The "ethnic Assamese" can be distinguished from Assam's many "immigrant" communities and the tribal communities—the later two, in recent years, less likely to be sympathizer with Assamese sub nationalism. The Bodo activists, for instance are seeking a division of Assam in half and a separate Bodo homeland. Many other plain tribal have also laid down similar concerns. Hence the concept of nationalism in Assam which once was dominated by cultural and linguistic issues now has shifted more to religion targeting mainly to the non-Hindus in general and Muslims in particular.

## Conclusion

The fact that the rightists forces in Assam has got the message from these communities very clearly that it is not possible to construct a broader Assamese nationality on the basis of language which is basically a Indo-Aryan construct. So they have shifted the whole debate to the danger towards Hindu religion from the Muslim invasion from outside and hence all social and political happenings in Assam are pointing towards this fact. There can be no better example than the alliance between AGP and BJP in 2009 Parliamentary election in the state. The use of logo of AASU by the ABVP in their campaign (Chalo Chicken Neck Campaign) and without a word against it by the former is a clear message of this fact. In the civil society and media, no much debate is drawn toward both these incidents shows the larger acceptability in the society towards this shift.

The far sightedness of the present

situation depicts two polled possibilities. One, as followers of Hindu culture and religion, in broad sense, all the communities in Assam (including the plain tribal and non-tribal) will ally themselves against the Muslim communities (both Assamese Muslims as well as immigrant Muslims). Secondly, the aggrieved communities of Assam, that is, the tribal communities, who are historically exploited by the caste Hindu Assamese to remain in power, will form alliance with the Muslims to outnumber them. The second possibility though can not be negated in long terms, but recent future seems closer to the first possibility because of the increasing fascist propaganda in the country and Assam coming into this fold very fast.

## End notes

- 1 There is also a debate on who are Assamese as many tribal communities in Assam are questioning this term as a new discourse has come that using of this term indicate subordination of the tribal existence by upper caste Hindus
- 2 Someone who can be shown as not belonging to one's faith or nationhood

## References:

- Baruah, Sanjib (1980), "Assam Cudgel of Chauvinism or Tangled Nationality Question", *Economic and Political Weekly*, XV (11), p.543-45
- Baruah, Sanjib (1999), *India against Itself, Assam and the Politics of Nationality*, New Delhi: Oxford University Press
- Fijalkowski, Jurgen (1993), "Aggressive Nationalism, Immigration Pressure and Asylum Policy dispute in contemporary Germany", *International Migration Review*, 27(4): 850-869
- Gohain, Hiren (1980), "Cudgel of Chauvinism", *Economic and Political Weekly*, XV (8), February 23, p.418-20
- Guha, Amalendu (1974), *East Bengali Peasants and Bhasani in Indian politics*, Jadavpur: Indian History Congress, 35<sup>th</sup> Session, p.348-365

Guha, Amalendu (1977), *Planter Raj to Swaraj, Freedom Struggle and Electoral Politics in Assam 1826-1947*, New Delhi: ICHR.

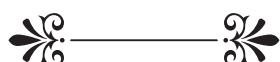
Guha, Amalendu (1980), “Little Nationalism turns Chauvinism: Assam's Anti-Foreigner Upsurge, 1979-80”, *Economic and Political Weekly*, XV (14-23), October-special number, p.1699-1720

Guha, Amalendu (1982), “Little Nationalism turn Chauvinist”, *Economic and Political Weekly*, XV (41-43), p. 1699-1720

Hussain, Ismail (1997), Axomor Jatia Jeevan aru Abhibaxi Axomia Musalman, Assam: Anamika Granthalay

Raychaudhuri, Ambikagiri (1946), “Swadhin panchayat rashtragathana achan” in *Assamese* 2<sup>nd</sup> edition Gauhati, August

Samaddar,Ranabir (1999), *The Marginal Nation: Trans border Migration from Bangladesh to West Bengal*, New Delhi: Sage Publication



# Is Democracy A Universal Concept?

Dr. Tamanna Khosla

**Abstract-**The article looks into whether democracy can be used as a universal concept across cultures. This is because liberals are often accused of demanding a universal conception of democracy being acceptable to all cultures. Thus the article looks at the development of democracy or democracy like movements in countries such as China, Russia and some of the Islamic countries. Thus the article concludes that democracy is different in different contexts. Democracy worldwide today is largely a result of intermingling of indigenous culture with external influence. Or would it be apt to say that democracy has been accepted differently in different civilization. In an era of pervasive migration, media globalization and transnational information flow, democracy as a movement has gained momentum even though roots and meanings of each of these movements may be differ from nation to nation. While as post colonialist would say that colonize is inevitably shaped by the experience of colonization, similarly democracy gets shaped by the spirit of globalization. As a result a conceptions of distinct, singular, internal, homogeneous movement gives way to a model of hybridity, of borrowing and lending across porous cultural boundaries on the very notion of democratic nation

**Key Words:** Democracy, Universal, Liberty, Cultures.

## I

The researcher in the article explore the need to understand whether democracy is morally desirable in all polities? Can democracy provide the answer or any other form of governance practiced in world can provide the rejoinder. Can democracy be considered a universal conception of governance or can countries like in middle east, Africa , china and Russia provide the lead to have their own kind of democracy?

## II

Democracy is considered to be the best form of government these days but even in democratic countries the very thought behind democracy is not universally followed. Most of the countries in the world have adopted it. But before we understand this concept, we need to understand what is democracy? Here, first the researcher look at some of the basic principles on which a democracy is based.

### Liberty

Some argue that the basic principles of democracy are founded in the idea that each individual has a right to liberty. Democracy, it is said, extends the idea that each ought to be master

of his or her life to the domain of collective decision making. First, each person's life is deeply affected by the larger social, legal and cultural environment in which he or she lives. Second, only when each person has an equal voice and vote in the process of collective decision-making will each have control over this larger environment. Thinkers such as Carol Gould (1988, pp.45-85) conclude that only when some kind of democracy is implemented, will individuals have a chance at self-government.

### Democracy as principle of reasonableness and reciprocity

The basic principle seems to be the principle of reasonableness according to which reasonable persons will only offer principles for the regulation of their society that other reasonable persons can reasonably accept. The notion of the reasonable is meant to be fairly weak on this account. One can reasonably reject a doctrine to the extent that it is incompatible with one's own doctrine as long as one's doctrine does not imply imposition on others and it is a doctrine that has survived sustained critical reflection. So this principle is a kind of principle of reciprocity.

---

Dr Tamanna Khosla is an assistant professor in the department of political Science, Delhi college of Arts and Commerce (Delhi University ). She worked on 'Multiculturalism and Feminism: Reconciling Cultural Diversity and Gender Equality'. She was awarded junior/senior research fellowship from UGC.

## **Democracy as overlapping Consensus**

When individuals offer proposals for the regulation of their society, they ought not to appeal to the whole truth as they see it but only to that part of the whole truth that others can reasonably accept. To put the matter in the way Rawls puts it: political society must be regulated by principles on which there is an overlapping consensus (Rawls, 1996, Lecture IV). This is meant to obviate the need for a complete consensus on the principles that regulate society. Moreover, it is hard to see how this approach avoids the need for a complete consensus, which is highly unlikely to occur in any even moderately diverse society.

## **Democracy as compromise among conflicting claims**

On one version, defended by Peter Singer (1973, pp. 30-41), when people insist on different ways of arranging matters properly, each person in a sense claims a right to be dictator over their shared lives. But these claims to dictatorship cannot all hold up, the argument goes. Democracy embodies a kind of peaceful and fair compromise among these conflicting claims to rule. Each compromises equally on what he claims as long as the others do, resulting in each having an equal say over decision making. In effect, democratic decision making respects each person's point of view on matters of common concern by giving each an equal say about what to do in cases of disagreement (Singer 1973, Waldron 1999, chap. 5).

After looking at what constitutes democracy, I would look at how democracy has evolved over the centuries and its stages.

### III

## **Stages of Democracy**

### **Democracy as Blindness to Difference**

Democracy and liberalism in some way linked principles. Democracy can't exist without liberalism and liberalism can't exist without liberalism. Liberal democratic theory in its first stage was based on certain core principles. First, such assumptions is that democratic liberal theory is individualistic in asserting or assuming the moral primacy of the person against the

claims of any social collectivity. Second that it is egalitarianism or based on equality, because ,it confers on all such individuals the same moral status and denies the relevance to legal or political order of difference in moral worth among human beings. Third it is universalist because it affirms the moral unity of the human species and accords a secondary importance to specific historical association and cultural forms. (Kukathas;1992;108)

Historically these very characteristics formed the bedrock of Renaissance, reformation, French revolution and American civil war( some of the most eloquent articulation of democratic aspiration) which questioned social prejudice wherein class and race were used to justify exclusion and discrimination in the public and political domain( See Mahajan : 1998;2).Similar movement post independence was launched by Gandhi and Dr B.R Ambedkar against caste oppression in India. Slowly and gradually women movement added its voice and demanded right to democracy to vote . They further demanded right to freedom from oppression , right to work outside and against drudgery of work within the family. Dissenting religious groups for instance Catholics and Jews in England and protestants in France also employed the principle of equality to question their exclusion from public life.

(Mahajan : 1998,2)

As far as theorizing about democracy was concerned ,the notion of natural equality was supplemented by the idea that all persons as members of human species possess equal dignity and deserve the same respect and consideration. This perception has been derived from writings of Immanuel kant whose reference to universal humanity bolstered the notion of equality , freedom and gave a new edge to the struggle of marginalized population. He spoke about individualism by highlighting that Enlightenment is about thinking for oneself rather than letting others think for you. In this essay, Kant also expresses the Enlightenment faith in the inevitability of progress. The most important belief about things in themselves that Kant thinks only practical philosophy can justify concerns human freedom. Freedom is important because,

on Kant's view, moral appraisal presupposes that we are free in the sense that we have the ability to do otherwise.

Thinkers like Rawls advocated Rawls that civil and political rights and primary social goods such as education and employment should not be distributed on the basis of ascriptive character that are arbitrary from moral point of view. Rights and benefits ,privileges and power, should be distributed in a manner that is blind to social differences. At minimum , justice requires a regime of fair equality of opportunity, ungirded by a system of equal rights and liberty for all citizens.

To Rawls since the difference among parties are unknown to them and everyone is equally rational and similarly situated, therefore we can view the original position from the standpoint of one persons selected at random. Thus Rawls theory differences at the outset from his thought. Thus while upholding the rule of law may require intervention in the affairs of individuals and groups, but liberal politics is not concerned with these affairs in themselves. Indeed it is indifference to particular human affairs or to particular pursuits of individuals and groups. Liberalism might well be described as the 'politics of indifference.(Kukathas;1998).

Thus logical conclusion of these principles seem to be color blind constitution, the removal of all legislation, the removal of all legislations differentiating people in terms of their race or ethnicity ( except for temporary measures like affirmative action), extending the meaning of equality through supreme court cases, which are believed necessary to reach towards such a color blind society.

### **Democracy Defined as Respect to Otherness**

However once civil and political rights were granted to all persons and class, color and gender were no longer the basis of excluding people from the political domain, thinking about differences underwent considerable change.Thus far the principle of equality had offered a criterion of inclusion and disenfranchised

population had used it to demand an equal voice in political process. But once this particular goal had been fulfilled , social differences began to resurface again and assert themselves without the accompanying fear of legitimizing discrimination.(Mahajan ;p7)

Increasingly in this changed environment attention was given on arguments by feminist, cultural and racial difference theorists who stressed on the notion of democracy as need to embrace difference.Thus democracy needs to incorporate otherness .This provided a critique of the liberal notion of equality. Infact the ideologues of the new ideal were critical of formal equality on the ground that it obliterated differences but also brought forth the aspect of distinct irreducible identities across color, creed, religion and gender. By categorizing the members of state as citizens the democratic polity ignored the difference between them.

Further liberal democracy emphasis on distinction between public and private sphere was critiqued by feminists and cultural/racial rights theorists. According to them, this led to establishment of secular public sphere where individual which was neutral and indifferent to differences in nature; the private sphere was one where multiple differences found place. This democracy during this phase saw view point of minorities and women being relegated to private sphere( while public sphere was where the dominant western Anglo Saxon norms operated as neutral in nature).According to them aim of equality or anti discrimination legislation is the production of sameness, ignoring differences in women and minority perspective.

Therefore when notion of difference is invoked by these groups what is being asked to recognize is the unique identity of this individual or group, their distinctness from others. The idea is that it is precisely this distinctness that has been ignored, glossed over, assimilated to a dominant or majority identity. And this assimilation is the cardinal sin against the ideal of authenticity ( Taylor: 1994;p 82)

It was in keeping with the thought the emphasis

shifted from pursuit of illusionary goal of equality towards affirmation of irreducible differences of erstwhile marginalized groups. Such a notion has been powerfully presented within certain feminist, racial and cultural difference literature.

Democracy encouraged feminist to reclaim the feminine and women liberation lay in affirmation of their irreducible differences rather than in pursuit of illusionary goal of equality .Few of the most sophisticated works on the notion of difference have been result of writings of French feminists. Simon de Beauvoir can be considered a figure to whom all feminists owe some debt for introducing the question of a differently sexed body.

French psychoanalyst have been highly skeptical of attribution of a negative value to womens relation to language( that is they talk of how women s relation to language., where binaries are constructed-one term example man/mind/reason is given a positive value through being positioned as primary in relation to an opposite term which is negatively coded-women/body/passion) and of sexism implicit of the elevation of phallus to the place of transcendental signifier. Such a system according to Helena Cixous is referred as phallocentric. Her writing seeks to disrupt this symbolic order. In line with this critique , Cixous in her work aims a blow at phallogocentric culture where it hurts the most and attacks it for marking women as the other, as different , as negativity ( Cixous,1976).She questions the repression of feminine in culture and provocatively questions masculine language . Luce Irigaray takes as her point of departure an indictment of psychoanalysis for its almost total disregard of the female subject and therefore she speaks of relationship of women to women,by opening a space in which women “ speak female and speak to each other without the interference of men(Irigaray;1980)

Democratic system also encouraged lot of feminists to express opinion on difference between men and women.Apart from French feminists , radical feminists too describe how oppression takes place in democracy which is

largely patriarchal in nature.

### **Democracy as Diversity**

Democracy as diversity was unleashed with a movement for multiculturalism in the seventies.It spread first in Canada and Australia to be subsequently followed in US,UK, Germany and elsewhere.Such a democracy fights for the rights of women and minorities in a new way by subverting the truth claims of all who exclude them.Such a democracy feels that fundamental concern is not economics but esteem, not income but identity.Therfore there is shift from sixties emphasis of political economy to identity politics.The focus of this kind of democracy is on the welfare of people or cultural groupings, which are seen as the source of the socially constructed identities of individuals.Therfore as against previous democracies stress on politics of indifference, the new democracy advocated a politics of difference , endorsing diversity not only as a fact but also as a value, albeit as most would stress cultural diversity.Difference is not merely to be understood as discrimination or as otherness in an absolute sense with no dialogue possible, but more so as representing diverse opinions and voices of marginalized groups-which were now not only race, religion, gender but also cultural difference between communities, their way of life, system or moral values, modes of dress and address which were to be weighed positively.

In this phase of democracy, theorists advocate politics of difference as against a politics of equal dignity. The politics of difference as Taylor explains it, does not merely allow traditions a run for their money,it is committed to their flourishing. Whereas politics of equal dignity focuses on what is same in all, the politics of difference asks us to recognize and even foster particularity as the first principle. Whereas the politics of universal dignity fought for forms of non discrimination that were quite blind to the ways in which citizens differ, the politics of difference often redefines non discrimination as requiring that we make those distinctions the basis of differential treatment.No culture is wholly worthless, that it deserves atleast some respect because of what it means to its members

and the creative energy it displays, that no culture is perfect and has a right to impose itself on others and the culture are best changed from within.( Parekh,1999.15)

Thus today, democrats reflect upon the special but diverse needs of minorities, immigrants and indigenous people. Not only opportunity for them to survive but also stress is on to provide minorities, Immigrants and indigenous people. Group differentiated minority rights include people both as citizens and as members of specific community. Infact Chantal Mouffe through her notion of radical democratic citizenship challenges the liberal public/private distinction to bring out that there can be as many forms of citizenship as there can be interpretation of these principles.(Mouffe, 1998).

Further democrats emphasize on irreducible particularity and complex diversity characterizing the lives of non western world. For example several feminists like Chandra Talal Akbari and Mohanty show how category of third world women is appropriated by western feminists as ultimate proof of patriarchy and female bondage( Mohanty,1984) To Gayatri Spivak ,it is ludicrous to talk of specificity of female body. It follows that for a women that heterogeneity most importantly include the experience of her body, an experience which has been subject to the most rigorous male censorship down the ages and finds a particularly shocking but exemplary form in the practice of clitoridectomy. ( Spivak,1987) further Sylvia Walby would point the fact that there are different sites of oppression and potentially different sites of struggle. Thus democrats would point out that sites of oppression of colored people may be different from those of white people.

Therefore as Anne Phillips would point out that questions of democracy and difference are the ones that lie at the heart of contemporary dilemma in democracy.( Phillips;1993)

#### IV **Different Democracies in Different Contexts**

No where democracy is functioning in a universal fashion. Each country has its own

version of democracy. In this article I look at three regions, that is China, the Muslim countries , Russia and their take on democracy. Each region has developed its own version of democracy. For example in China ,Western constitutional democracy," is feared because it would put the Communist Party under the rule of law, not above it. Other threats cited in the memo were promoting "universal values" of human rights, Western-inspired ideas of news-media independence and civic participation, ardently pro-market "neo-liberalism" and "nihilist" criticisms of the party's past.( New York Times) No one has expected China to become a democracy overnight or adopt a Western model. But in recent years there have been some tentative moves toward political liberalization. In 2011-12, for instance, villagers of Wukan in southeast China organized protests against land grabs and ended up forcing elections and driving out local leaders. Many hoped that Mr. Xi, who took office last year, would push even wider political reforms His goal is to expand market-driven reforms; this can happen only if he and other leaders relax state control and involve more Chinese and foreign investors in the economy..

But China is deep into an economic transformation that depends on integration with the rest of the world. And the future success of China's economy depends on a steadily more open society of the sort that Chinese liberals and moderates are pushing for. Yet when it comes to the subject of representative democracy in China, For example, most westerners will be surprised to learn that China already holds more elections than any other nation in the world. Under the Organic Law of the Village Committees, all of China's approximately 1 million villages – home to some 600 million voters – hold elections every three years for local village committees. In September 2010, President Hu gave a speech in Hong Kong in which he called for new thinking about Chinese democracy. ( Guardian , 2011) Said Hu "There is a need to ... hold democratic elections according to the law; have democratic decision-making, democratic management, as well as democratic supervision; safeguard people's right to know, to participate, to express and to supervise." Wen said that

without reforms of the political system, gains from reforms of the economic system would go down the drain. Political reform is necessary, said Wen, to sustain the nation's breakneck economic growth, including opportunities for citizens to criticise and monitor the government.

Most sinologists believe that if Chinese democracy continues to develop, it is unlikely to be an exact copy of the western model. Many are intrigued by the vision promoted by Confucian-inspired intellectuals like Jiang Qing, who have put forward an innovative proposal for a tricameral legislature. Legislators in one chamber would be selected based on merit and competency, and in the others based on elections of some kind. One elected chamber may be reserved only for Communist party members, the other for representatives elected by everyday Chinese. Such a tricameral legislature, its proponents believe, would better ensure that political decisions are made by more educated and enlightened representatives, instead of the rank populism of western-style elected factions. It's intriguing to contemplate China evolving into some sort of innovative democratic experiment, combining tricameralism with all the high-tech features of deliberative democracy methods to mold a new type of political accountability, as well as separation of powers. Daniel Bell, a Canadian-born professor of political theory at Tsinghua University in Beijing, says China may be groping toward "a political model that works better than western-style democracy". The debate over its form and definition as well as application was one of the major ideological battlegrounds in Chinese politics for well over a century. It is still a contentious subject. Andrew Nathan wrote in his 1985 study that "the Chinese have aspired to democracy as they understand it for a hundred years, have claimed to have it for seventy, and for the last thirty-five years have lived in one of the most participatory societies in history." In December 2008, more than 350 intellectual and cultural leaders, including Liu Xiaobo, issued Charter 08. The Charter said China remains the only large world power to still retain an authoritarian system that so infringes on human rights, and "This situation must change! Political democratic reforms cannot be delayed

any longer!

Further Most Muslims Want Democracy, Personal Freedoms, and Islam in Political Life But few Believe in U.S. Backed Democracy. More than a year after the first stirrings of the Arab Spring, there continues to be a strong desire for democracy in Arab and other predominantly Muslim nations. Solid majorities in Lebanon, Turkey, Egypt, Tunisia and Jordan believe democracy is the best form of government, as do a plurality of Pakistanis.

Indeed, these publics do not just support the general notion of democracy – they also embrace specific features of a democratic system, such as competitive elections and free speech. Enthusiasm for democracy tends to be generally less intense in Jordan and in Pakistan. It is consistently strong in Lebanon and Turkey. While democratic rights and institutions are popular, they are clearly not the only priorities in the six Muslim majority nations surveyed. In particular, the economy is a top concern. And if they had to choose, most Jordanians, Tunisians and Pakistanis would rather have a strong economy than a good democracy. Turks and Lebanese, on the other hand, would prefer democracy. Egyptians are divided.

One of the most prominent Islamic feminist irshad manji in her work establishes for the need of reform in Islam.Irshad had founded project ijtihad, an initiative to renew Islams own tradition of critical thinking , debate and dissent. Project ijtihad is helping to build the world's most inclusive network of reform-minded muslims and non muslim allies. Her basic argument is that the Koran is a complex , contradictory, human book. Its prescriptions are many and conflicting. "only group of muslims with the actual freedom to question, criticize and debate has decided to retreat into victim logy and appeasement. " She wants to embrace her faith by understanding it fully, by realizing its vision of human equality,by looking at the ancient Islamic tradition of Ijtihad,: questioning, asking, and thinking".Even Egyptian feminist Nawal el Saadawi writes that" We have to compare the Koran to other holy books Before we judge islam.A fair comparison will help us to discover that the Koran or

fundamwntal teachings of islam are relatively progressive in relation to democracy and islam.Takhayur is another concept which aims at eclectic choice from different schools of Islamic tought. Thus the one which is more favorable for rights of men and women need to be adopted.

“As far as Russia is concerned the country seems to have laws that limit the rights and freedoms of people, attack on the news media and organizations of civil society. At the same time, though, Russians were very negative about political exports from the United States— just 26 percent said they liked American ideas about democracy. While many Russians disagree with the Kremlin about who is behind the recent protests in Moscow and other cities, most agree that Russia's political future should be its own. Instead, Russian leaders have found it is far easier and more expedient to talk about already being a democracy while running a state that -- beneath the rhetoric -- remains as authoritarian as ever. The talk helps to insulate Moscow from the harsh criticism that is leveled upon states that reject democratic values. And it helps to disarm critics by holding out the possibility that tomorrow -- if not today -- the promises of democracy may yet become reality. Important institutions of democracy, such as fair and free elections, transparency of state structures and freedom of speech have been curbed rather than fostered since Putin's ascended to power. People confirm the need for Russia to find an alternative to the form of Western Liberal democracy. Russia was moving in the right direction in the 1990s, but with the arrival of Putin, democratic reform was reversed and an authoritarian or semi-authoritarian state was established. The second narrative argues that the failure of democracy in Russia is due to the conservative values of the Russian population and its underdeveloped political culture. “Society awakened,”in the democratic protests that erupted after the rigged parliamentary elections of December 2011. But the Putin regime responded “by manipulation, the purpose of which was self-preservation at any price.

## V

### **Conclusion: Democracy as Intermingling of**

**Indigeneous Culture with External Influence**  
Democracy worldwide today is largely a result of intermingling of indigenous culture with external influence. Or would it be apt to say that democracy has been accepted differently in different civilization. In an era of pervasive migration, media globalization and transnational information flow, democracy as a movement has gained momentum even though roots and meanings of each of these movements may be differ from nation to nation. While as post colonialist would say that colonize is inevitably shaped by the experience of colonization, similarly democracy gets shaped by the spirit of globalization. As a result a conceptions of distinct, singular, internal, homogeneous movement gives way to a model of hybridity, of borrowing and lending across porous cultural boundaries on the very notion of democratic nation. The concept of hybridity as Robert Young would note, makes difference into sameness and sameness into difference, but in a way that makes the same no longer same, different no longer different ,thereby engendering difference and sameness in an apparently impossible simultaneity . This means that democratic nations might be different in some sense but also similar in some. While differences need to be respected, similarities between democratic polities need to be fostered. As far as sameness is concerned some key elements irrespective of cultural milieu needs to be accepted. Thus metaphors of hybridity and the like not only recognize differences within the subject , fracturing and complicating holistic notion of identity that is democracy but also address connection between subject by recognizing the affiliation , crosspollination , echoes and repetitions.Rather than demarcate certain concepts( modernity, equality, humanism) as intrinsically western and thus forever tied to enforcement of an imperialist agenda, recent theorists are attentive to diverse appropriation and re articulation of such vocabulary across various global site.Each civilization has evolved its own kind of democratic concepts.

The complex intermingling of indigenous tradition and external influence are such that discourses once linked to colonizers or the

western world may acquire very different meanings when adopted by colonized to challenge their own tradition. Thus recent readings of modernity have pointed to its internal complexities and uneven temporalities , arguing that white women and people of color have not been outside of modernity but have been shaped by and in turn variously have shaped its political, cultural and philosophical meanings.

Therefore the need is to look at various categories, that is ideology, women, race, culture , in term of difference with sameness and sameness with difference, a form of interface with the purity of such categories, therefore being more open to multiple and mutable concerns than does the appeal to incommensurability and otherness which necessarily leaves the realm of same untouched.

However point needs to be stressed that the new universalism that accommodates cultural, gender and plurality of other sorts in contrast to rainbow epistemology stresses towards communication of knowledge and a politics of global cohabitation rather towards global rainbow democracy.

For example Susan Stanford Friedman has recently made a detailed and compelling case for hybridity and Syncreticism as a way of working through certain dilemmas and deadends in feminist theory. Steven Connor infact points out that appeals to difference and incommensurability within poststructural theory always refers back to norms, values and universalizable assumptions. As against particularism ,which is a self defeating logic in order to build a more viable multiculturalism ,the need would be as laclau would point for formulating universal as an empty place the universalism is not one. It is not a preexisting something to which individuals accede , but rather the fragile, a shifting and always incomplete achievement of political action ; it is not a container of a substantive content but all empty place. As laclau puts it , the dimension of universality reached to equivalence is very different from the universality which results from an underlying essence or an unconditioned apriori principle.Rather than thinking of universal as something that is extra political and that can be used to adjudicate political claims. We

should think it as a product of political practice. The authentic universal would really be inclusive of all people of race, class, gender, sexuality, ethnicity, nationality, ideology. Need would be to look into the imbrications of the universal and particular, the matter being not choosing one over the other but articulating in a scrupulously political sense, the relation between the two, and how each is rendered impure by irreducible presence of others.

### **End Notes**

1 The Indian constitution right of individual as well as right of collectivity example the right to culture unlike the US constitution

2 But the Indian constitution does not agree with this liberal principle and thus guarantees equal right to communities and culture.

3 In India while equality has been enshrined but positive discrimination has been provided for backward communities and women. So it is not liberal conception of indifference to discrimination.

4 However in Rawls later work,Political Liberalism , the political seems at last to come to the fore because problem of diversity appears to be directly confronted. He poses the question, how over time a stable and just society of free and equal citizens profoundly divided by , reasonable through incompatible,philosophical and moral diversity can exist? To him answer is provided by idea of an overlapping consensus that embraces all reasonable doctrine and is embodied in an ideal of political justice

Similarly Dworkin's desert island with its insurance scheme, Ackerman's spaceship journey to a new planet , all serve the purpose of ensuring that ascriptive group differences play no role in definition of justice.

5 Look Who's Afraid of Democracy, Editorial. August 27 2013,New York Times.

6 Steven Hill,China's tentative steps towards democracy19 january 2011.

7 Charter 08 is a manifesto initially signed by

over 350 Chinese intellectuals and human rights activists. Amending the Constitution, Separation of powers, Legislative democracy, An independent judiciary, Public control of public servants. Guarantee of human rights, Election of public officials.,Abolition of Hukou system. Freedom of association, Freedom of assembly.,Freedom of expression,Freedom of religion, Civic education, Free markets and protection of private property, including privatization in enterprises and land. Financial and tax reform. Social security. Protection of the environment. federated republic. Truth in reconciliation.

## Bibliography

Cohen, J., 2002, "Procedure and Substance in Deliberative Democracy," in Philosophy and Democracy, ed. T. Christiano, Oxford: Oxford University Press.

Cixous, Helena, 1976, "The Laugh of Medusa", Signs, Journal of Women and culture.No.4.

Gould, C., 1988, Rethinking Democracy: Freedom and Social Cooperation in Politics, Economics and Society, New York: Cambridge University Press.

Irigaray, luce, 1980, "When our Lips Speak together",In language, Sexuality and Subversion ed P Foss and M Morris. Darlington, NSW. Feral Public.

Kukathas, Chandran.,1992, "Are there any cultural rights",Political Theory,20(1)

Mahajan, Gurpreet,1998,Democracy, Difference and Social Justice,Oxford university press.

Mohanty, Chandra,T.1984. "Under Western Eyes: Feminist Scholarship and Colonial Discourse", Boundary 213(1).

Mouffe, Chantal, 1993, The return of political, London: Verso.

Parekh, Bhikhu , 1999 . Rethinking Multiculturalism, Hounds Mills: Macmillan Press.

Phillips, Anne.1993. Democracy and Difference, Cambridge: Polity press.

Rawls, J., 1996, Political Liberalism, New York: Columbia University Press, revised edition.

Singer, P., 1973, Democracy and Disobedience, Oxford: Oxford University Press.

Spivak, Gayatri, 1987. In Other Worlds, New York. Methuen.

Taylor, Charles.1994. "The politics of recognition". In Multiculturalism : A Critical Reader,ed David T Goldberg.UK.Basil Blackwell.

Waldron, J., 1999, Law and Disagreement, Oxford: Oxford University Press



# **Impact of Media on the Agricultural Sector in NE India**

**Dr. Ganesh Sethi  
Naorem Nishikanta Singh**

**Abstract-** *Media is something that mobilizes the human civilization and at the same time heightens the pace of development. Among the fastest developing countries, India and China stand at top and the major factor of this reason must imply to agriculture and its allied sectors. The North Eastern regions of India is claimed to be the biodiversity hotspot and varieties of species are available there. Some of the species over there cannot be found in other part of the world entire. Agriculture is the main occupation of the people and the other allied sectors like Sericulture, Fishery, Piggery and vegetable farms are the main income source of them. Since the region is connect with bottle-neck roads for transportation of goods, people out there face lots of inconvenience mostly in rainy season. There are plenty of flagship programmes, framed by the central and state government, which remains un-exercise completely due to lack of awareness to the target people. So, the ultimate savior of such consequences falls on the media. Media means the fourth estate of our democracy, and hence the ever emerging government's plans must expose to people through the right media. The responsibilities of mass media are the future of Northeast India.*

**Key Words:** Agricultural Sector, Media's impact, North East.

## **Introduction**

Religion was not for empty stomach as Swami Vivekananda was a clarion statement which he made always. India is such a country with rich cultures and traditions. Agriculture is the richest culture of all the cultures and being a traditionally agrarian society, the poor and negate farmers work on marginal basis to feed the rich and fortunate people, and, the irony here is that majority of the population are land less marginal farmers. It is very mush true that India lives in village. Agriculture is the back bone of economy, the innovation and advance education in this platform definitely will provide a room to improve nation's socio economic conditions. There is no doubt that agriculture is back on the development agenda. But despite the promises and the rhetoric from governments worldwide, investment in agriculture and rural development is still lagging. Unemployment is a big issue that

hurdles the development of a nation and it also leads to commit different unwanted crimes. There must be several ways to make improve the agriculture in India like establishment of Agriculture Universities, implementation of sponsored programmes, loan waving initiatives, educations to farmers, minor irrigation as direct process and supplementing to it, the role of media conserve a wide space as an indirect but one of the most useful ways. Being a developing country, India has uncountable numbers of flagship programmes and many are focused on agriculture. The successful implementation of such agro-based programmes necessarily depends on nature, accessibility and extent of use of mass media. Lacking of such innovations led to extreme actions taken up by the farmers, for instance, suicide due to unable loan repay in the states of northern and central India since decades ago and still prevails. Indian agriculture depends

---

*Dr. Ganesh Sethi, MA, MJMC, LLB and Ph.D is presently working as Sr. Assistant Professor in the Department of Mass Communication, Manipur Central University since 2008. His specialization area in the Mass Communication are Public Relation, Development Communication, Laws and Ethics and Communication Research.*

*Naorem Nishikanta Singh, MA, (UGC-JRF), is Research Scholar in Department of Mass Communication, Manipur Central University. He is working in the area of Developmental Communication.*

on monsoon so far, and, poor irrigation systems area handicapped our shifting cultivation and India is in need of second green revolution for food security.

### **Why media and agriculture?**

The role of media is broadening day by day in agricultural sector. India is a country where the literacy level is low and such a country relies mostly on radio and television which are significant in spreading information to the larger illiterate population of Indian farmers. The scientific knowledge and modern technology of agriculture are easily delivered through media, and for literate farmers print media is the best among all. The message content remains forever which make them suitable for future use and research, more over it is cost effective media comparing to others. Another help line in agricultural development is the introduction of Agricultural Journals, this specific journalism came into existence just 5 decades ago and now its importance still exist. With rise in the literacy level, print media has obtained a greater position in disseminating agricultural based information to the farming community and to the general people too.

Every state of India has a farm or agriculture based magazine in their native languages. The agricultural department also supports the publication of such magazines to stronghold the development in agriculture and its allied practices. The publication under the farmers' association is more encouraging in terms of reliability and reality. Either the publication or main stream media now-a-days carries information regularly with regard to animal husbandry, fishery, horticulture, agricultural marketing, agricultural engineering and cooperatives in addition to information on agriculture.

Radio programmes based on farms and agricultures were introduced in 1966 with agricultural trust to improve the knowledge of Indian farmers regarding the application of various technologies, soil treatment and so on to pump up agricultural developments. There are nearly 50 such radio units through the country.

### **History of Indian Agriculture**

The art of agriculture had been practiced since long ago. The revolution of this art since the Neolithic period ultimately set a platform for the birth of Indian urbanization and its subcontinent. It serves as the best revolution in human civilization. Though agriculture was very underdeveloped during the Neolithic revolution (8000 to 5000 BCE), it has survived and the techniques involved in it, have been passing from generation to generation. And in due course of time, the techniques were often innovating to support human civilization.

The historical evidences of ploughing, fallowing, irrigation, cultivation of staple food and fruits are said to be found in Rigveda hymns. Rice, wheat, cotton, sugarcane, pulses and fruits were cultivated time to time accordingly. Even the classification system of land pattern (12 categories) was suggested in Ancient Indian Sanskrit text, 2500 years old, according to Historians. The proper irrigation channels contribute a new platform in Indian crops, affecting the economies of the country and other regions under Islamic patronage.

Indian farmers began cultivating spices and sugarcane some 2500 years back and it is believed that this honey producing reed has been spread from India to Persia and Greece. The colonialist thus started the novice idea of trading system since 5th Century BC. India could make immense progress towards food security only after her 50 years of independence. Even though there was an extreme rise in population, its productivity of food grain was quadrupled hence substantial increase in per capita. But approximately 30% of the annual food grains produced was a loss due to the poor roads, limited market infrastructure, unorganized retail, lack of cold storage capacity and so India had to experience some of the highest food loses in the world. The big leap of Green revolution technology, which was first led by Punjab and followed by Uttar Pradesh and Haryana, was ushered by severe drought in 1965 and 1966. The Green revolution technology was applied to wheat at first and then to rice which could yield 4 to 6 tons of staple foods per hectare. This technology spread to the states of Eastern India in later part of 20th Century.

In India broadcasting of programmes on farm and agriculture was first introduced in 1966 to enlighten farmers and marginal farmers in

handling and use of various new technologies to boost agricultural development. Print media too devote a lot regarding the aforesaid scenario, farm magazine and other publications like Kurukshetra and Yojna for instance are explicating the information regarding agriculture and rural development among the literate farmers. Every Indian state has a farm magazine publishing in local languages. As print medium is a permanent medium, it makes the reader updated for reference and research. Agriculture journalism, in spite of being a new trend, is now gaining importance particularly after the establishment of Agriculture Universities in various states in India. At present there are about 50 farm and home broadcasting radio units all over the country. The farmers are made cozy and easily made in understand the know-how about operations, technology and instruction through television. The subjects are either discussed or informed in throughout the country on various media with regard to agriculture, horticulture, animal husbandry, agricultural marketing, agricultural engineering and co-operatives.

### **Agriculture in NE India**

The agriculture system in NE India still holds good the traditional system in spite of its ups and downs at large when the mainland India has well equipped with the modern technologies. Enormous reasons may be queued behind the inability of implementation of sophisticated weapons and technologies. Small land holdings by the famers can never be excluded from those reasons. There is also less plain agricultural land with diminishing productivity, however being tropical vegetation the states have a variety of flora and fauna. Manipur is having only 10.48% of its total geographical land under cultivable land and 90% of it lies under jhuming cultivation. Farmers of NE India are motivated toward high crops/enterprises including bamboo, medicinal and aromatic plants, floriculture, ornamental fisheries, small tea garden etc., apart from cereal crops.

In 11th FYP (Five Year Plan), Arunachal Pradesh decided to achieve a growth rate of 4%, Assam 2% and Manipur 7.97% in the agricultural sector as a whole. The states also decided to provide

information on market, price, demand and technologies etc. to the farmers. The SAP (State Agricultural Plan) projects its services into two categories viz. income generation (IG) activities and agricultural and allied sectors, infrastructure and support services of which the physical targets emanating from various planning units of different levels like Gram panchayat, Block and District. The SAP is the outcome of compilation, integration and consolidation of the plans prepared at the district level.

### **Favourable conditions often challenge limited infrastructure**

Arunachal Pradesh has a favourable agro-climatic conditions and suitable low land with a moderate slope and perennial water resources in streams which are plenty for irrigation and agricultural development. Castor plants for Eri, Som and Shaulu for Muga and wide varieties of green fodder for live stock, and even various sub-tropical temperate fishes are favoured due to climatic conditions of the state. The emerging agri-based activity is rubber cultivation, as the state could meet 25% of the state government's target for generating one lakh jobs in five year. Even though, due to lack of connectivity, infrastructure and support facilities rendering the transportation of goods, services and people, the opportunity of being rapid growth is stabilized. The favourable crops which the state produces in huge amount are Potato, Banana, Cardamom, Tomato, Sugarcane, Tea and Orange. Piggery farming, Poultry farming and Dairy farming are at large in live stock category of state's production. The inadequate numeric strength, low literacy, extreme hindered, lack of exposure of peoples to new development and opportunities, lack of use of advanced agricultural technologies in use are the reasons of slow progress in development.

The major reason for in-effective post production is lack of adequate stowage, cold storage and bad weathered roads as mentioned earlier that huge amount of crops are loss in transportation. SAP also brings to light the fact that soil erosion in the state is quite high, ranging from 50 to 150 tons/ha/year. Particularly 20 million tons of soil is eroded and lost annually in average in the state.

To overcome all the odds the productivity, inter and intra departmental programmes like MGNREGS and NABARD are converge along with the available funds. State Agriculture Department also identifies the importance for development of agriculture & allied sectors in the state.

The Assam state pertains a little advanced technology than the remaining states of NE India. The state focuses on the areas such as artificial insemination and feed & fodder development. Jute, Sugarcane, Pulses, Oil seeds and horticulture crops are major agricultural products whereas Poultry farming and Dairy are live stock products. RKVY projects provide numerous Dairy Cooperative Societies/SHG to achieve additional 20,000 lit. of milk per day to 1227 million lit. out of all 27 districts. The state follows decentralized planning structure in the light of government of India guide lines so as to involve Panchayat Raj Institutions as well as local bodies at the district/block/panchayat level. Technological support network from AAU and ICAR are the additional provisions delivered to the state agriculture activities and its allied sectors.

In spite of the available technological as well as educational support the state always bear a weakness in its productivity. One of the major reasons is low per capita holding (1.15 hectare), which restrict investment capacity and compelled inadequate quality input. Lack of irrigation facilities, lack of post harvesting land utility, limited processing and marketing facilities, recurring flood, age old infrastructure and technologies and shortage of veterinarians always diminish the productivity in agricultural and its allied sectors. As per the statement on review of implementation of RKVY, the state's fund for the year 2007-08 was not released due to ineligibility for assistance under RKVY. However by the next annual calendar, the state was allotted for the proposed 38 projects. The governance system sometimes brings miscreation to the productivity potential.

Manipur, a state in the extreme east of India, which is called the Switzerland of the East or

“The Jewel of India”, is the land of nine hills and one valley. It is one of the seven sisters states of North East bordering the state of Nagaland in the North, Assam in the West, Mizoram in the South and Myanmar in the East. The heart of the land Imphal Valley is surrounded by nine hill ranges. The valley is nourished by the Nambul and Imphal rivers, which ran across the heart of Imphal city. The land is adorned with the Loktak Lake, the glittering jewel in the neck of a beautiful damsel. The land is rich with Fauna and Flora. It is a state where people from different caste, creed, tribes, and religions live together as one. The state is marked by its rich culture, tradition and heritage.

Coming to Manipur it will be incomplete if few lines are not mentioned on the State. Manipur is a state as mentioned above, is of high potential in the field of agriculture and in its allied sector as well as in live stock farming. The state targeted overall annual growth rate of 8% (apprx.) comprising agriculture, horticulture, fisheries and animal husbandry, apart from other sub-sectors like forestry, cooperation, minor irrigation and common area development. But the unconditional reasons like low area under cultivation (10.45%) and low irrigation area (13.24% of cultivation land) make a big encumbrance to the state's productivity. Other reasons like skill gap in various production technologies, inadequate knowledge, and infrastructure of processing horticulture crops are stringent in the growth rate. Horticulture is a newly fast growing sector in agri-allied sectors in the state too but the most challenging condition in horticulture is the labour intensive nature and remunerative than cereals. As the state is lacking in minor irrigation systems, most of it depends on monsoon at large. During dry seasons vast of cultivable lands lay idle due to drought, as far as my knowledge is concern there is no such extreme action of farmer suicide in the state so far due to either flood or drought.

Being a part of the chicken neck land, the state bears a huge burden in the transportation system and no adequate storage units and cold storage spoil the horticulture products. Frequent bandhs and blockades clutch the development activities,

bad road condition drop-offs the crops during transportation and it is a negative issue in political scenario too. The state water bodies provide a good environment to fisheries and aquatic production, but illegal land encroachment to the lake area, silt deposition and infestation with thick biomass has a slow pace day by day. In hilly areas, jhumming cultivation has erosion and land degradation which shallows the plane area water bodies like rivers and lakes. The people out there in hills are ignorant of pest and diseases and the more aggrieved thing is that the state plan is imbalanced in allocation of projects and funds in the districts of the state. As a part of development in agriculture and fisheries, recently the minister of this concern department acknowledged the people of the state that the incentives or guidance of the government will be released through the Panchayats. And people are encouraged to give more attention and involvement in Panchayat system of the state.

Mizoram is very slow in agriculture and allied sector, the National Development Council (NDC) resolved to launch RKVY followed by recommendation of formation of action plans like SAP and C-DAPs. The major areas in focus are paddy, coarse cereals, minor millets, pulses and oilseeds; Agriculture mechanization; strengthening marketing infrastructures; enhancement of horticultural production and micro irrigation system; Sericulture development; and Animal husbandry & fisheries development. This landlocked area has an international border of 722 km, which is almost 3 times longer than its border with the mainland. The state is hilly and sub-soil is porous so the state faces the unique paradoxical problem of water scarcity. The state agriculture still remains under-developed and primitive method of jhum predominates. The product and productivity are low, of the total area, only 21% is put on the seasonal crops

### **State Agriculture Plan**

1. Analysis on the existing farming practices.
2. Collection and analysis of secondary data on agriculture and allied sector.
3. Identification of production constraints and technological gap.

4. Documentation of existing marketing pattern.
5. Formulation of strategies and action plan for different agricultural production system to increase productivity.

The agriculture and its allied sector in Tripura is still under developed. The state government has formulated a 10-year (2000-2010) Perspective Plan for achieving self-sufficiency in food-grains and improving the socio-economic conditions of the farming community. The strategies comprise enhancing crop intensity, seed replacement, incorporating bio-fertilizers, integrated pest management, increasing irrigation potential, research support, and ensuring peoples participation.

Apart from these the State Agriculture Research Station of Agriculture Department is looking after the Research and Development work in agricultural field. The state is having an elevation of 12.6 m with sandy loam soil. State Soil Testing Laboratory and State Seed Testing laboratory is providing different Agro Advisory Services to the farmers of Tripura. Besides this the station disseminates the modern technology among the farming community of Tripura by carrying out research works. The Research Units of this establishment, namely Agronomy, Plant Breeding and Pest Management conducts basic adaptive research on different aspects of Crop Management, Crop Improvement and Crop Protection.

### **Discussion**

As India largely depend on monsoon of which she needs to develop the irrigation infrastructure, flood control system and electricity at large. The upliftment in Cold storage to free from food spoilage, all season rural and urban highways for transportation are in extremely necessary. That is why media always scoops out the negligence and un-attention projects regarding roads, irrigation, electricity and so on. We have uncountable numbers of educated unemployment and if we implement them as Human Resource then our GDP will be able to compete easily with that of US, China and Australia. The most disadvantage, in this regard or may be the main factor is our governance system. It moves with slow pace due

to Red tappism, corruption and being largest democratic form of government.

The weakness of maintaining our productivity is due to various factors, for instance manually harvesting in Southern and NE India, limited market option, lack of Cold storage, inefficient transportation system, lack of packing and middleman traders etc. Traditional use of cattle in ploughing are still prevailing in some parts of India resulting lower per capita productivity and farmer income. If we are adopting technologies and improving the infrastructures, India could eradicate hunger and malnutrition and be a major source of food for the world according to several studies so far. India is among the best production of rice, wheat, and other horticulture, aquaculture and fruit plantation but our productivity is very low when we calculate per capita because most farmer are small land holders or disguised farmers. Illiterate farmers frequently encountered inconsistent government policies, they could not get the right subsidies and unaware about loan waving policies etc. and as such small factors contribute to a larger problem in India's productivity.

In spite of all the pros and cons of agriculture sector India marches on ahead on the global map. As mentioned earlier the different sections and various lawless acts in the North-East segments seems to drawback the progress in this sector. As a matter of fact the government of India provides the agricultural facilities like loans, seeds, subsidies, technological equipments and training to both the literate and illiterate farmers so as to enable them to help both the production and economic development of the nation, as India is basically agricultural country.

## References:

Tuki, Nabam (2013), "Arunachal seeks rubber board help to boost cultivation", *The Times of India*, 23 April, p.6

Kumar, Siddhartha, (2008), "Media giving agriculture a wide berth", *Indian Express*, 28 August, Retrieved April 14, 2013 from

<http://expressindia.indianexpress.com/latest-news/-media-giving-agriculture-a-wide-berth-/354368/>

Mishra, Srijit (2007), "Risks, Farmers' Suicides and Agrarian Crisis in India: Is There A Way Out?" (IGIDR), Retrieved April 3, 2013 from

[http://en.wikipedia.org/wiki/Agriculture\\_in\\_India](http://en.wikipedia.org/wiki/Agriculture_in_India)

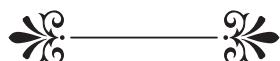
Viswanathan, S (2009), "Revival of Indian agriculture needs media intervention", Readers' Editor, *The Hindu*, 29 November, Retrieved February 15, 2013 from

<http://www.thehindu.com/opinion/Readers-Editor/revival-of-indian-agriculture-needs-media-intervention/article53140.ece>

NIRD; RKVY Monitoring Unit: Analytical Report on Assam, Arunachal Pradesh, and Manipur SAP. Retrieved April 3, 2013 from  
[http://rkvy.nic.in/Evaluation\\_of\\_SAPs/Evaluation\\_on\\_SAP](http://rkvy.nic.in/Evaluation_of_SAPs/Evaluation_on_SAP)

Deka, Kaushik (2011), "Mizoram: Land Policy Benefits", *India Today*, 4 November, Retrieved April 26, 2013 from

Subhasis K. Chanda (2012), "Tripura Agriculture Plan Bears Fruit", Retrieved April 26, 2013 from  
<http://isikkim.com/2012-02-tripura-agriculture-plan-bears-fruit-10-5/>



# A Study Of Occupational Stress Among Primary And Secondary School Teachers In Sirsa

**Neeru Bala and Darpan saluja**

**Abstract-** “The occupational stress index” was used to measure the extent of stress which employee perceive arising from various constituents and condition of their jobs. During study in sirsa city of haryana a sample of 200 primary and secondary school teachers of government and private school was taken by random sampling technique. The analysis indicates that there is significant difference in the primary and secondary school teachers as occupational stress of secondary school teachers is found to be high as compare to primary school teachers.

**Key Words:** Occupational stress, school teachers

## Introduction

Occupational stress is generally defined in terms of relationship between a person and his environment. There is potential for stress when an environmental situation is perceived as presenting demand which threatens to exceed the person's capabilities and resources for meeting it. Every occupation has some stress, which may differ in its degree. So everyone has some stress with varying degree. Occupational stress has become increasingly common in teaching profession largely because of increased job complexities and increased economic pressure on individuals. A major source of distress among teachers is the result of failure of school to meet the social needs and job demands of the teachers. The organizational factors and contents assume importance due to their influence on the moulding of prescriptions associated with particular position. With specific reference to teachers and within the general concept of occupational Stress, Kriacous and Sutcliffe (1978) defined stress as :“A response of negative effect (such as anger or depression by a teacher usually accompanied by paternally pathogenic, psychological and biochemical changes such as increased heart rate or release of adrenocortical trophic hormones into the blood stream) resulting from aspect of the teacher's job and mediated by the perception that the demands made upon the teacher constitute a threat to his self esteem or well being and by coping mechanisms activated

to reduce the perceived threat.

The whole advancement of our civilization is based on advancement of our education for qualitative improvement of education. There is need of healthy environment in schools. It is considered that environment of a school, meaning thereby that schools which have good environment, should achieve better. A healthy school environment continuously strives to bring satisfaction among its members. A stress free teacher can teach effectively in the classroom and can provide a better quality of environment to make the school a challenging and interesting learning centre for the students.

## Occupational Stress

Stress related with a job or occupation is called occupational stress. The stress related to job has become predominating feature of modern life, exerting effect on employees and their adjustment with the environment as well as with the job. This is the reason that systematic studies of stress in organizational setting have increased dramatically over the past decades.

Occupation stress has become a pervading failure of modern organization involving serious cost both in human and financial terms. An employer job role, which is composed of set of activity to be performed by him, constitutes the most significant part of his job life and is responsible for bringing in maximum amount of job satisfaction or job stress and anxiety. Role stress

usually results from conflicting incompatible or unclear expectation that are derived from work environment.

Caplan, Cobb and French (1975) has defines occupational stress as “any characteristics of job environment that pose a threat to the individual”

Cooper and Marshal (1976) have expressed occupational stress as “negative environmental factors or stressors associated with a part job”.

Allen, Hit and Green have defined occupational stress as “disruption in individual's psychological and physiological homeostasis that force them to deviate from usual functioning in interaction with their job and worked environment which effect the value system. It is assumed that unchecked stress of job reduces values”.

Occupational stress may originate from physical properties of the work environment, change in working hours, time, pressure, work and responsibility over load, monetary, demotion, change in shift pattern, qualitative change in job and under utilization of abilities etc. Marital disturbed life event and stressful life events may be some of job stressors.

Sources of occupation stress reported include poor working conditions, work overload, role conflict and ambiguity, unsatisfactory career development and erratic work hour. There are three major categories of sources of occupational stress.

1. Organizational characteristics and process.
2. Working conditions and interpersonal relationship.
3. Job demands and role characteristics.

Stress and Strain can arise due to:

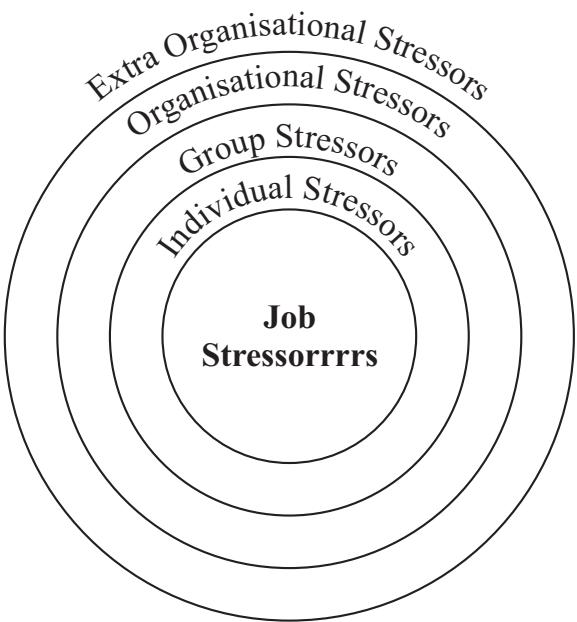
1. **Work Overload :** Too much to do or work task that are too difficult.
2. **Work Under load :** Too little to do or to work tasks that are too easy and fail to cope the individual capabilities.
3. **Insecurity :** Uncertainty about continued employed.
4. **No Participation :** Lack to say indecision that effect one's job.

These causes leads to stress which shows itself in number of ways. For instance, an individual who is experiencing a high level of stress may develop high blood pressure, ulcers, irritability, difficulty

in making reactive decision, loss of appetite, accidental proneness etc. or these can be physiological, psychological and behavioural symptoms.

### Types of Stressors :

Various stressors are classified under three categories viz. organizational stressors, group stressors and individual stressors. They are presented as below :



Stress can be viewed both as an intrinsic factors as well as extrinsic depending on the causative factors leading to stress, stress is experienced due to factors inherent within an individual personality or due to factors prevailing within the environment.

The theory of stress and performance is based on the view that behaviour is a function of characteristics of the person and the environment. French Rogers and Cobb introduced the person environment fit models in stress research. The given figure is a diagrammatic representation of the person environment (PE) fit model.

This theory distinguish between two types of fit, each measured in terms of commensurate properties of the person and environment. There is fit between the needs and values of the person and environmental supplies and opportunities to

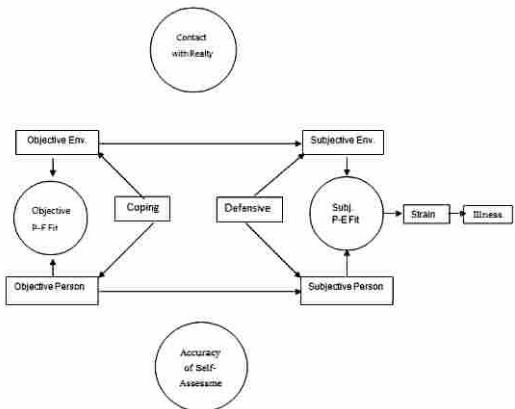


FIG. 1.4 French Rogar and Cobb's (1974)  
Person- Env. Fit Model Of Stress And Coping

meet these needs and values. Another kind of fit referred to the degree to which the work environment provided supplies to meet the occupant's job demands.

Five levels of stress represented potential area of stress:-

- 1.) **Personal Stressors** :- Susceptibility to stress determined by both genetic and developmental characteristics.
- 2.) **Interpersonal Stressors** :- Good working relationships, according to several behavioural scientists contribute to a healthy work environment. A healthy working relationship depends on support, trust and co-operation.
- 3.) **School Stressors** :- Stress from school setting is characterized by factors that reflects the organization itself (size, number of students, staff, rules and regulations) as well as factors that relate to position and interaction of people which can be:-

  - a) Role conflict
  - b) Job ambiguity
  - c) Workover load and underwork
  - d) Organisational Structure
  - e) Managing People
  - f) Travel
  - g) The nature of educational change and restructuring

- 4.) Environmental stressors
- 5.) Private life stressors.

**Brouwers & Tomic (2000)** used structural equation modelling to analyse the relationships between self-efficacy and burnout in 243 secondary school teachers. It emerged that self-efficacy had a synchronous effect on personal accomplishment and a longitudinal effect on depersonalisation. However, low self-efficacy had a synchronous effect on emotional exhaustion. The direction of the causal relationship between self-efficacy and stress symptomatology is particularly significant as it suggests that cognitive interventions designed to improve self-efficacy may mediate the effects of stress.

**Figen Eres (2011)** At the end of the study it was seen that Turkish teachers have mild stress levels and Macedonian teachers have moderate stress levels. There is a meaningful difference in the stress level points of Turkish and Macedonian teachers. Policy makers are advised to analyse the teacher training and assessment system with the assumption that personal and social characteristics and working conditions may have an effect on teacher stress.

**Friedman, I.A. (2000) : Burnout in teachers: shattered dreams of impeccable professional performance. Journal of Clinical Psychology** 56, 595-606.

**JaninePaulse (2005)** The study revealed that teachers in the age group 41-50 (Mean = 102.36, s = 12.32, p < 0.01) differ significantly from the other groups and that stress levels are significantly higher than that of the other respondents. Respondents in the age category 21-30 years (Mean = 64.72, s = 11.46) experienced the lowest levels of stress relative to the other age categories.

**Lewis (1999)** examined teachers' estimations of stress arising from being unable to discipline pupils in the way they would prefer. Overall, maintaining discipline emerged as a stressor, with those worst affected being teachers who placed particular emphasis on pupil empowerment.

**TNN(2010)** stated that a stressor is an external stimulus which brings about changes physically and psychologically to adapt to the

stressor. Stressor may vary in intensity from mild to severe stressor. However the reaction to a stressor depends not only on the severity of the stressor but also on the ability of the person to tolerate stress. The effects of stress can be physical and psychological.

After feeling the gravity of the situation, investigator has chosen this less explored field. Further, the investigator found it more significant to compare the occupational stress of teachers of primary and secondary schools.

### A Study Of Occupational Stress Among Primary And Secondary School Teachers In Sirsa City.

#### **Operational definitions**

**Occupational:** - Connected with a person's job or profession.

**Stress:** - Refers to state of anxiety, conflict, heightened emotion and frustration.

**Primary School Teacher:** - Primary school teacher is one who teaches class Ist to VIIIth.

**Secondary School Teachers:** - Secondary school teacher is one who teaches class IXth and Xth

**Objective :** Main objective of the present study was on the extent of occupational stress of primary and secondary school teachers in sirsa .

#### **Statistical Analysis**

**Sample:** - A sample of 200 school teachers, both Male and Female teaching in primary and secondary was drawn from Government and Private schools of Hoshiarpur City.

**Tool:** - "The occupational stress index" by A.K. Srivastava and A.P. Singh (1979) was used.

**Techniques:** - Mean Standard Deviation and t-Test was used.

**Administration of the test :** It was self administrating inventory. The subject was asked to read out instructions given on the front page of the test and was also requested to return the questionnaire by a day or so.

**Scoring :** Since the questionnaire consisted of both true keyed and false keyed items, two different patterns of scoring were adopted for two type of items. The following table provides guidelines to score the responses given to two categories of items

#### **Scoring of The Scale**

Categories of Response	Scores for true Keyed	Scores for false keyed
Never/Strongly disagree	1	5
Seldom/disagree	2	4
Sometime/Uncertain	3	3
Mostly/Agree	4	2
Always/ Strongly agree	5	1

#### **Analysis and interpretation**

Interpretation involves explaining the findings answering 'why' questions, attaching significance to particular results and putting patterns into an analytical framework. Simple verbal responses of the respondents don't reveal the realities unless these have been complemented by occupational stress index. The main finding have been presented as under.

#### **Hypothesis**

There is no significant difference in the occupational stress in primary and secondary school teachers in Sirsa.

**Table No.1. Comparison of Primary and Secondary Teachers.**

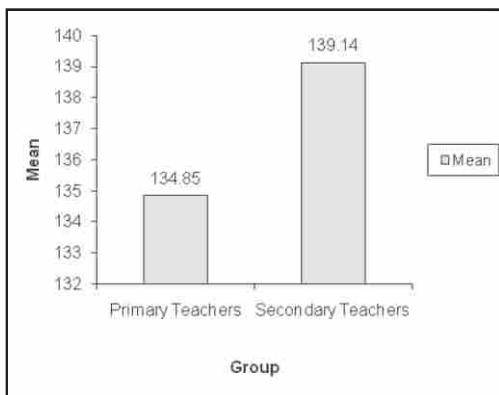
Primary Teachers	Secondary Teachers
100	100
134.85	139.14
12.35	10.87
1.23	1.09
	1.64
	2.62
Significant	

Table 1.shows that mean of primary school teachers (PST) is 134.85 and mean of secondary school teachers (SST) is 139.14. Standard Deviation (SD) of PST is 12.35 and of SST is 10.87. Our calculated critical ratio is 2.62 which is significant at 0.05 and 0.01 levels of significance.

Thus there is significant difference in the occupational stress of the primary and secondary teachers.

Graphical representation of mean PTS and SST is shown in graph.

## Mean of Primary Teachers and Secondary Teachers



The graph shows that mean of the Secondary School Teachers is more than that of Primary School Teachers.

### Conclusion&recommendations :

The findings of the present study have led to conclusion that secondary school teachers perceived more occupational stress at work than primary school teachers. Significant difference was found in perception of occupational stress at work among primary and secondary teachers.

1. The present study was conducted in Sirsa city. It is, therefore, suggested that this research may be carried out on district/state.
2. The present investigation was undertaken on the teachers. The study may be further extended to the college lecturers.
3. The study of same nature may be undertaken on different occupations like doctors, lawyers, managers, businessman laborers etc.
4. The study of same nature may be undertaken on different variables such as age, socio economic status, qualification, pay scale etc.
5. The study can be undertaken in relation to organizational climate.
6. The study can be undertaken in relation to administration.
7. The study can be conducted on the head of the institutions, colleges or schools.

8. The study can be conducted on large samples.

## References

- Admiraal, W.F., Korthagen, F.A.J. & Wubbels, T. (2000): Effects of student teachers' coping behaviour. *British Journal of Educational Psychology* 70, 33-52. Anderson, V.L., Bibou-Nakou, I., Stogiannidou, A. & Kiosseoglou, G. (1999): The relation between teacher burnout and teachers' attributions and practices regarding school behaviour problems. *School Psychology International* 20, 209-217.
- Brouwers, A. & Tomic, W. (2000) : A longitudinal study of teacher burnout and perceived self-efficacy in classroom management. *Teaching and Teacher Education* 16, 239-253.
- Griffith, J. Steptoe, A. & Cropley, M. (1999) : An investigation of coping strategies associated with job stress in teachers. *British Journal of Educational Psychology* 69, 517-531.
- Hall, E. Hall, C. & Abaci, R. (1997) : The effects of human relations training on reported teacher stress, pupil control ideology and locus of control. *British Journal of Educational Psychology* 67, 483-496.
- Harris, C.A. (1999) : The relationship between Principal leadership styles and teacher stress in low socio-economic urban elementary schools as perceived by teachers. *Dissertation Abstracts International* 60, 1911.
- Hoel, H. Rayner, C. & Cooper, C.L. (1999) : Workplace bullying. In Cooper CL & Robertson IT (eds) *International review of industrial and organisational psychology*. Chichester, Wiley. Jennings C & Kennedy J (1996) *The reflective professional in education*. London, Jessica Kingsley.
- Figen Eres , Tatjana Atanasoska (2011).Occupational Stress of Teachers: A Comparative Study Between Turkey and Macedonia *International Journal of Humanities and Social Science Vol. 1 No. 7[Special Issue –June 2011]*

Friedman, I.A. (2006) : Burnout in teachers: shattered dreams of impeccable professional performance. *Journal of Clinical Psychology* 56, 595-606.

Janine, Paulse (2005) Sources of occupational stress for teachers, with specific reference to the inclusive education mode in the western cape. Master Atium thesis, department of Industrial Psychology, Faculty of Economic and Management Sciences, University of the Western Cape.

Jain, Shashi (2002) : *Introduction To Psychology*, Kalyani Publications, Ludhiana.

Lewis, R. (1999) : Teachers coping with the stress of classroom discipline. *Social Psychology of Education* 3, 155-171. Male D & May D (1998) Stress and health, workload and burnout in learning support coordinators in colleges of Further Education. *Support for Learning* 13, 134-138.

Levinson, E.M., Barker, W & Kiewra, K.R. (1999): The effects of meditation on teacher perceived occupational stress, state and trait

anxiety and burnout. *School Psychology Quarterly* 14, 3-25.

Shukla Indira(2008) :Burnout and stress among secondary school teachers in relation to their teaching effectiveness. *Journal of India Association for Educational Research (EJAIAER)* Vol.20 Nos:3&4

T D Vimala;B Prasad Babu and Digumarti Bhaskara Rao(2007) *Stress coping and Management* 298 p,tables,ISBN:81-8411-086-3.

TNN(Jan-2010) High Alert High Alert, Lifestyle-Health-Kolkata Mirror, Kolkata Mirror. Mht

*Travers C & Cooper C (1997)* Stress in teaching. In Shorrocks-Taylor D (ed) *Directions in educational psychology*. Whurr, London

Van, Dick, R. Wagner, U. Petzel, T. Lenke, S .& Sommer, G. (1999) : Occupational stress and social support: first results of a study among schoolteachers. *Psychologie in Erziehung und Unterricht* 46, 55-64.



# Poor Business Ethics raises the need of Forensic Accounting

Shallu

**Abstract-** Present study mainly aims at exploring the role of business ethics in accounting failures and establishing the linkage between business ethics and forensic accounting with each other. Being the study descriptive as well as exploratory in nature, findings have been made through theoretical analysis as well as snap survey analysis which consisted of 100 market participants and their preferences towards ethical issues in forensic accounting. It has been found that poor business ethics leads to corporate frauds and to curb such frauds there is a great need of forensic accountants/accounting. Effective execution of forensic accounting also involves the need of ethical values. With the downturn of economies, increasing accounting fraud day by day for business, white collar crimes and occupational frauds are increasing in India as well as in foreign countries which leads to the increase in the demand for application of forensic accounting.

**Key Words:** Business Ethics, Forensic Accounting.

## Introduction

Ethical values provide the foundation on which a civilized society exists. Without the foundation, civilization collapses. On a personal level, everyone must answer the following question: What is my highest aspiration? The answer might be wealth, fame, knowledge, popularity, or integrity. But if integrity is secondary to any of the alternatives, it will be sacrificed in situations in which a choice must be made. Such situations will inevitably occur in every person's life. When ethical values are failing, people often turn to government for help. However, there is little government, especially in a free society, can do when its citizens are unethical. The scandals of the last few years came as a shock not just because of the enormity of failures like Enron and WorldCom and recently Satyam case in India, but because of the discovery that questionable accounting practice was far more insidious and widespread than previously envisioned. A definite link between these accounting failures and poor business ethics is beginning to emerge which initiates the researcher to make the study on this topic.

As per the reports of American Institute of Certified Public Accountants (AICPA) forensic accountants are high in demand. In June 2008, AICPA introduced its Certified in Financial

Forensics (CFF) certification program, by the end of the year. The goal of AICPA was to award 900 credentials. That goal was surpassed. The AICPA had awarded more than 3,500 CFF certifications by the end of September 2009, which is more than four times the number of certifications projected.

Forensic accountants basically work on the accounting criminal and civil disputes and they possess a number of additional skills therefore they are more than just number crunchers. For finding frauds they have to conduct investigations, should have knowledge of computer and should know how to use a variety of computer programs and communicate the results well. Forensic accountants are specialized in specific industries that are susceptible to fraud, such as insurance or banking, and have the knowledge of the business practices associated with those fields.

The aim of the Forensic accounting is to protect the companies from the frauds; it consists of socio-professional activities. Thus forensic accounting represents the implementation of legal, economic, social and political functions in order to protect the companies. Forensic accounting is the combination of accounting, auditing and law. The law means that the

government's ability to establish, manage and develop social, economic and political order. Forensic accounting is considered as a separate branch of accounting. This branch deals with the control of legal and professional recordkeeping. In developed market economies, in the upcoming year, a forensic accountant is likely to be one of the 20 most wanted professions.

While conducting investigations these accountants follow the same forensic accounting basics, regardless of whether their financial work is criminal or civil. The first step of the forensic accounting is that they meet with a government representative, which consists of attorney or other client to come to know about the specifics of the alleged fraud. After that they begin with their initial research and plan the whole process of the investigation. The third step is to search the records of the business which includes bank statements, credit statements, journals, ledgers, databases, e-mails and memos anything that will show or give great information about the financial situation of the business.

### **Meaning of Forensic Accounting**

In 1946, Maurice E. Peloubet, a partner in the accounting firm in New York, in his article he published the phrase "forensic accounting". He is considered as the first economist to publish the phrase forensic accounting. There are vast array of definitions of forensic accounting that can be found in the accounting literature itself. There is no single definition which properly defines the meaning of forensic accounting. Out of the numbers of definitions in the accounting literature, the most suitable and widely used one, according to Association of Certified Fraud Examiners, is the one defining "forensic accounting as a set of skills to use in potential or actual civil or criminal cases, including generally accepted accounting and auditing ones; determining loss of profits, revenue, property or damage, assessment of internal controls, fraud and everything else that leads to the applying of accounting knowledge to the legal system."

Forensic accounting can be traced as far back as 1817 to a court decision. If not the proper forensic accountant at least there are witnesses of accounting experts back then. The Accountant's Handbook on Fraud & Commercial Crime

defines forensic accounting as: "the application of financial skills and an investigative mentality to unresolved issues, conducted within the context of the rules of evidence."

Financial accountant should be impartial and independent while conducting investigations. The reputation of the business depends upon the investigation by the forensic accountant. If they come out with any accounting fraud in the business it would going to downgrade the reputation of the business. Once the reputation gone it would be going to make the image again in the market in the todays competing scenario. The forensic accountant considers financial statement, financial records and the conduct of employees while investigating the business. Financial accountants do this investigation in order to find the sign of accounting frauds in the financial statement of the business. These investigations are also known as audits. Their basic aim is to find whether the financial statements presented to the end users are accurate and complete. If there is any need arises they may take out internal databases from the business and court records. With the use of psychology attributes the forensic accountant must go beyond the accounting number and must anticipate criminal action, Because people committing fraud have hidden the evidence of their crimes, Forensic accounting are also referred to as an investigative accounting, it is an area where in addition to accounting knowledge also requires the knowledge of information technology

"The integration of accounting, auditing and investigative skills yields the specialty known as Forensic Accounting." Webster's Dictionary defines "forensic" as, "Belonging to, used in or suitable to courts of judicature or to public discussion and debate."

Forensic accounting analyzes the financial records of the companies according to the accounting laws which will form the basis for discussion and debate. It is considered as the ultimate dispute resolution. Forensic Accounting encompasses both Litigation Support and Investigative Accounting. Forensic Accountants

have accounting, auditing and investigative skills which he utilizes while conducting an investigation. It is also critically required from the forensic accountant to respond immediately and to communicate financial information clearly and concisely in a courtroom setting.

Forensic Accountants should be trained in such a way that they would with the business reality of the situation and to look beyond the numbers. They basically deal with the study of the area of financial fraud and malfeasance. "The concept of forensic accounting is a thorough and complex setting in which an accountant, in his professional independent judgment, forms a presentation at such a high level of reliability that it can qualify as evidence in legal proceedings conducted"

After gathering the records, and if the forensic accountant comes out to know that something is wrong in the financial statement, the next step of forensic accounting is that conducting interviews with the accused and other involved parties by the forensic accountants to get individual stories about the irregularities. Forensic accountants must have observational skills so that they would find up subtle hints or get to know about suspicious clues that may eventually lead them to the perpetrator. The Clues of finding perpetrator may include new cars, numerous vacations and starting additional businesses without other visible sources of capital etc.

How far will forensic accountants go to obtain information? Basically it depends upon the kind of the case. Forensic accountant have to work with law enforcement and the district attorney's office in criminal cases. Forensic accountant as the prosecution have to obtain search warrants and look to locate financial information and contact with the people and take interviews with the people in order to find the situation. But in civil case, they have client, who is usually a part of the company being investigated by the forensic accountant or he holds agreements that permit accounting investigations.

After obtaining all of the information, the next step of a forensic accountant is to begin the analysis. He or she has to trace the assets of the

company, next step is to calculate the total loss and exactly how it occurred, and summarizes various transactions. The final step is to prepare a detailed report consisting of the plan of action and what the investigation have uncovered. In order to explain the case in an understanding the whole case, this report may also include graphs, charts, spreadsheets and other methods.

In addition to investigating, forensic accountants may provide litigation support. Attorneys engage the services of forensic accountants to audit existing documentation and testimony and explain their financial significance. In order to solve the case, a forensic accountant can help the attorney what additional information may be needed and what questions to ask of witnesses. Again the forensic accountant can also review financial reports and comes to know whether the report was accurate and supports the case.

The task of a forensic accountant is to analyze, interpret summarize and communicate interconnected business and financial positions, so that they can be properly understood and appropriately supported. In order to present the appropriate position of the business, a forensic accountant often participates in the following activities:

Research for the evidence of accounting fraud committed in the business and analyzes them,

Developing applications using information and communication technologies used in the analysis and presentation,

Presentation and communication of research results, and

Participation in legal proceedings (usually as a witness in court, as an expert in forensic accounting)

### **Objectives of the Study**

1. To explain the conceptual framework of ethical issues in accounting.
2. To link the business ethics and accounting with each other.
3. To know whether forensic accounting meets the need of corporate world where poor business

ethics are leading the financial crimes.

4. To clearly understand the essential traits and characteristics and core skills that forensic accountants.

## Literature review

According to Ramaswamy, V. (2005), "Corporate Governance and the Forensic Accountant," "financial deceptions are distinctively uncovered by Forensic Accountants. Forensic accountants are basically positioned for this work." With the in-depth knowledge of financial statements and fraud schemes, he also has the capability of thorough analysis of financial statement of businesses and understanding frauds into the financial statements of the illegal advantage by the businesses. According to Ramaswamy, V forensic accountants should have to be psychologist or they should have knowledge of psychology, which would help them to understand the motive behind the discrepancies in the financial statement. According to him Forensic Accountants should also have the capability to understand the internal-control systems of businesses and able to assess risk.

Dr. Madan Bhasin (2007) believed that "with the day to day increase in the white collar crimes recently, lack of experts in Indian law enforcement agencies and the lack of time to uncover the frauds in the business leads to the increase in the demand of Forensic accounting. He believes that a large accounting firm should support and devote strictly an independent unit to forensic accounting. In India according to his study "In India all the larger accounting firms as well as the medium sized firms have the forensic accounting department, even the small firm's supports forensic accounting".

"Forensic accountants have combination of skills and are considered as important assets to the today's accounting legal teams of the country. With the increasing level of accounting frauds, the role of forensic accountants is also growing, for detection of these frauds" believed Dr. G.S. Mehta and Tarun Mathur (2007). He also believed that the demand for the forensic accountant will for sure grow in the near future in

order to curb the day to day increasing accounting frauds.

According to Joshi (2003) forensic accounting need for accounting frauds originated by Kutilya. The first economist who openly recognized the need for the forensic accountant was Kutilya. He also believed that "forensic accounting term was coined by Peloubet in 1946."

Crumbley (2001) also wrote on the origination on the need of the forensic accounting, according to him the need of forensic accounting can be traced back to an 1817 court decision. He also wrote that a "In the arbitration support in 1824 a young Scottish accountant issued a circular advertising regarding his expertise" but that Peloubet was probably the first to publish the phrase forensic accounting.

## Research Methodology

Research methodology of this study consists of following procedures:

**Research Design:** Being the study descriptive as well as exploratory in nature, it will go through sampling, data collection, and its analysis.

**Source of Data:** This study is mainly based on secondary data gathered from various newspapers, magazines, journals, and websites. In addition to this primary data has also been collected through a snap survey using the questionnaire designed for this purpose to know the preferences of market participants about ethical values in forensic accounting.

### Sampling:

**Sample size:** 100

**Sampling unit:** Stock Market Participants

**Type:** Deliberate/ purposive sampling has been taken.

**Research Method:** Study is based on sampling not the census method which limits its universality.

## Ethical Standards

When applying these fundamental principles, members must be aware that in order to retain public confidence they should conduct their activities in such a way that they can demonstrate that these principles are being applied.

**Integrity:** It implies not merely honesty but reliability, fair dealing and faithfulness.

Members are expected, in appropriate circumstances, to provide advice and comment on a financial matter of which they may become aware even if not invited to do so.

**Objectivity:** Objectivity is exercised when members make judgments supported with evidences, not depending on, by, personal biasness or prejudices.

**Competence and Due Care:** Members should independent of agreeing to perform professional services which they are not capable to carry out, whether in terms of skill or resources, unless competent advice and assistance is obtained so as to enable them satisfactorily to perform such services. Where the organization has issued codes of conduct or there is other formal guidance, such advice should be complied.

**Confidentiality:** Members have an obligation to information secured about an employer's or client's affairs in the course of professional services. The duty of privacy continues even after the end of the relationship with the employer or client. Confidentiality is not limited to disclose the information. It also requires professionals should not use that information for personal advantage or for the advantage of a third party.

**Proper Conduct:** Members pursue their profession conduct which would not discredit, or likely to diminish public confidence in them in their professional capacity, or the accountancy profession or the Institute. They should also set the example to follow fundamental ethical principles through leadership.  
A member shall carry out professional work in accordance with the technical and professional standards relevant to the work.

### **Accounting & Poor Ethics**

Accounting is a career field where high ethics and morals are important character traits for individuals. Poor accounting ethics can lead companies into bankruptcy from improperly reported financial information. Following are results of poor ethics in accounting.

**Fraud:** Accountants with poor ethical standards may conduct fraudulent activities, such as

overbilling clients or delaying vendor payments. Most fraud cases involve hiding cash for internal purposes.

**E m b e z z l e m e n t:** Accountants may misappropriate the things from their employers when given too much responsibility and little failure to notice. These situations give accountants more control than necessary and the ability to mislead their employers on financial information.

**False Information:** Some companies employ accountants who have the ability to manipulate financial transactions to bring the company results in favor. These ethical situations were witnessed in the various accounting entities.

**Tax Evasion:** Some accountants create illegal tax shelters to understate the company income. Companies use these shelters to reduce the paying amount of income tax to Government.

**Personal Loss:** Poor accounting ethics can lead great personal harm in addition to business problems. Accountants found guilty of manipulating accounting information are sent to jail, creating difficult situations for the accountant's family members.

### **Business Reputation**

Poor business ethics also effects on the business reputation. It damages business reputation in the market. Trustworthiness of business stakeholders also gets downgraded. Shareholders, customers, suppliers and business partners are considered as stakeholders of the business. Survival of the business without the stakeholders is difficult. Poor business ethics leads to the Trust deficit with the stakeholders, which would make the business difficult to survive in the competing scenario. Making reputation in the market is one of the required things for the conduct of business in competing scenario. But if there is poor ethics in the business, it will completely damage a business' reputation.

### **Less Usefulness of Financial Statements**

Financial statements become less useful, if for an illegal advantage an accountant deliberately

manipulate the information which is presented on the financial statement of the business. If an accountant deliberately break down the rules of accounting for showing the better position of the business in the market and to the stakeholders is considered as unethical. Financial statements of the businesses should remain accurate and truthful. End users make their decision regarding dealing with the business by using financial statement of the business. Tainted financial statements deter the end users decision-making process. An erroneous figure in the financial statement makes the end users doubtful regarding all the figures in the financial statement and they find it difficult to trust the business in the future.

### **Need of Forensic Accountants**

In today's rapidly changing business scenario, it is now necessary for accountants and companies to step away from the traditional approach that stressed compliance with GAAP, and to focus on the study and investigation of the traits underlying corporate behavior and management. This could be the key to preventing future meltdowns, and to guaranteeing the two important qualities of corporate reporting: transparency and honesty.

Initially, forensic accountants were used by government agencies, such as the CIA, the FBI, and the IRS, to uncover and investigate fraud. They became financial detectives; independent experts employed by management to uncover fraudulent financial reporting and misappropriated assets. In the current reporting environment, forensic accountants are in great demand for their accounting, auditing, legal, and investigative skills. They can play a greater role in coordinating company efforts to achieve a cohesive policy of ethical behavior within an organization.

Forensic accounting can be defined as an application of financial skills, and an investigative mentality to unsettled issues, conducted within the context of rules of evidence. As a discipline, it encompasses financial expertise, fraud knowledge and a sound knowledge and understanding of business reality and the working of the legal system. This implies

that the forensic accountant should be skilled not only in financial accounting, but also in internal control systems, the law, other institutional requirements, investigative proficiency, and interpersonal skills. Corporations can rely on these skills for developing a consistent system of corporate governance, disseminating such information within and outside the company, ensuring that governance policies and objectives are interwoven into the internal control system, setting up fraud prevention systems, and investigating any existing fraud.

As part of the governance committee, a forensic accountant can make a significant contribution in each of the following areas:

***Corporate governance.*** With a strong background knowledge of the legal and institutional requirements of corporate governance, a forensic accountant can help formulate and establish a comprehensive governance policy that: ensures an appropriate mix of management and independent directors on the board; sets out the appropriate responsibilities of the board and the audit committees; has a fair allocation of power between owners, management, and the board; and ensures there is a company code of ethics for employees and management. Ethical behavior is reinforced when top management shows, through its own actions, that questionable behavior will not be tolerated.

***Preventing fraud.*** Forensic accountants understand that the best way to prevent fraud is to establish an efficient control system that encompasses: a good control environment determined by management's philosophy of ethical behavior and strong corporate governance policies; a superior accounting system that ensures the proper recording, classification, and reporting of all relevant transactions; and strong procedural controls that provide for safeguarding of assets, proper authorizations, audit mechanisms, and proper documentation.

***Creating a positive work environment.*** Forensic accountants can ensure that governance policies are formulated to avoid high-risk environments

where management is apathetic, pay is inadequate or too high, there is a serious lack of proper training and compliance, or there are unreasonable profit and budget goals. It is also necessary to have well-defined hiring policies that result in honest, well-qualified employees.

#### ***Establishing effective lines of communication.***

Forensic accountants can support the dissemination of the required information about governance and ethics policies to interested parties within and outside the organization. Adequate reporting is also necessary to meet the compliance requirements of the SEC and the stock markets.

***Vigilant oversight.*** Any system needs to be constantly monitored and evaluated to make sure that it is functioning well. A forensic accountant can monitor not only compliance at the top levels of corporate power, but also management procedures and employee activity. Information gathered as a result of the monitoring can be used to readjust and reformulate governance, ethics, and control policies.

***Establishing consequences.*** Fraud deterrence should also include an expectation of punishment. The forensic accountant can help in creating policies that clearly state the company's intent to take action against any criminal activities, and that such action will apply to all levels of employee.

***Fraud investigations.*** A forensic accountant can ensure the integrity of financial statements by actively investigating for fraud, identifying areas of risk and associated fraud symptoms, pursuing each anomaly aggressively, and delving into the minutest details of accounting and financial anomalies. By helping companies prevent and detect fraud, the forensic accountant's role can easily evolve into a key component in the ethical issues as well as good corporate governance system.

## **Results and Discussion**

A questionnaire was designed and circulated to market participants to establish the relationship between ethical standards and role of forensic

accountants. Each ethical standard was given to five options of role of forensic accountant as stated in table1, of which they had to choose their preferences. Results have been shown in table 1.

Table1: Relationship between Business Ethics & Forensic Accounting

S. N.	Ethical Skills	Aspects of Forensic Accounting	Respondents Preferences (%)	Ranks
1.	Integrity	Prevention of Fraud	89	C
2.	Objectivity	Establishing Consequences	78	E
3.	Confidentiality	Proper Line of Communication	92	B
4.	Competence & Due Care	Fraud Investigations	86	D
5.	Proper Conduct	Corporate Governance System	95	A

As table 1 shows that there is a strong relationship between various ethical standards and different roles of forensic accountants. High level of integrity is required to prevent the occurrence of frauds in corporates whereas objectivity confirms the occurrence of events with the evidences so that relationship can be established between commitment of fraud and its consequences. Members have an obligation to respect the confidentiality of information about an employer's or client's affairs in the course of professional services but Forensic accountants are required to disseminate required information about governance and ethics policies to interested parties within and outside the organization. Adequate reporting is also necessary to meet the compliance requirements of the SEC and the stock markets. Today the word "confidentiality" is being misinterpreted; it does

not mean to restrict the corporates to disclose the required information to different stakeholders. For the proper investigation of frauds competence and due care of forensic accountants is required. The last but not least is proper conduct which leads to sound corporate governance system; it has been ranked first by market participants.

## Conclusion

The main objective of this research was to gain a clearer understanding of the essential ethical skills that forensic accountants are expected to possess for the varied investigative matters for which they are retained. This research study and the results revealed that proper conduct remains the foremost ethical skill that forensic accountants are expected to possess. The results also showed that integrity, objectivity, confidentiality and core competence & due diligence are critical to the effectiveness of the forensic accountant in fraud prevention, detection, investigation and development of sound corporate governance system. There is also a need for the forensic accountant to be able to look beyond the analytical details and see the big picture -- to start with the goal in mind. Along with the increased demand for forensic accounting services, the study demonstrated that the marketplace expects the forensic accountant to possess certain characteristics and core skills as well as ethical skills. Study concludes that there is a strong linkage between business ethics and effectiveness of forensic accounting; both of them supplement each other.

## References:

Problems of Ethics in Accounting By Osmond Vitez, eHow Contributor viewed at [http://www.ehow.com/facts\\_5468671\\_problems-ethics-accounting.html](http://www.ehow.com/facts_5468671_problems-ethics-accounting.html)

Challenges to the Defining Issues Test: A new perspective on accountants moral development, Author(s): John M. Thornton viewed on [http://www.cb.wsu.edu/directory/abstract\\_pop.cfm?e\\_id=665&year=2000&id=1](http://www.cb.wsu.edu/directory/abstract_pop.cfm?e_id=665&year=2000&id=1)

Poor Corporate Governance and Accounting Failures by Vinita Ramaswamy, viewed on <http://www.nysscpa.org/cpajournal/2005/305/esentials/p68.htm>

Code of Ethics viewed on <http://www.forensicglobal.org/ethics.html>

[http://research.brucesabin.com/Sabin\\_Bruce\\_M\\_200605\\_EdD.pdf](http://research.brucesabin.com/Sabin_Bruce_M_200605_EdD.pdf)

<http://www.scribd.com/doc/51091877/Ethical-Accounting-Practices e3>

Forensic accountants definition

<http://science.howstuffworks.com/forensic-accounting1.htm>

[http://www.management.fon.rs/management/e\\_management\\_65\\_engleski\\_05.pdf](http://www.management.fon.rs/management/e_management_65_engleski_05.pdf)

[https://globaljournals.org/GJMBR\\_Volume12/1-Accountants-Perception-of-Forensic.pdf](https://globaljournals.org/GJMBR_Volume12/1-Accountants-Perception-of-Forensic.pdf)

<http://akpinsightijcbs.webs.com/2.%20IJCBS%20Vol%203%20,No%2010%20%20Oct%20%202012%20Madan.pdf>

<http://www.caclubindia.com/articles/accounting-frauds-12963.asp>

Crumbley L. (2001). Forensic Accounting: Older Than You Think, Journal of Forensic Accounting. Vol.2, pp. 181-202.

<http://smallbusiness.chron.com/effects-poor-ethics-accounting-37750.html>

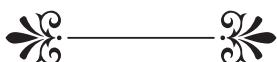
<http://www.forensicaccounting.com/one.htm>

[http://icai.org/resource\\_file/97231000-1010.pdf](http://icai.org/resource_file/97231000-1010.pdf)

Joshi, M. S. (2003), "Definition of Forensic Accounting" [www.forensicaccounting.com](http://www.forensicaccounting.com)

Crumbley, D. L. (2001) Forensic Accounting: Older than you think, JFA, 2(2) 181

Coenen, T.L. (2005), "Forensic Accounting", A new twist on bean counting",



# **Need of the Code for Paparazzi**

**Dr Deepak Shinde**

**Abstract-** Today we have speedily moved towards the Social Networking sites, these sites need not to any authentic reporter's, photographer's and editor's , anyone can post the thoughts and get shares from all over the world . Like this Paparazzi is working . The Paparazzi is an Italian noun whose plural Paparazzi is used to identify the freelance photographers who aggressively pursue celebrities for the purpose of taking their candid and sensational photographs. The ever-crusader media has been ruthlessly criticized for its paparazzi style of gossiping, intruding too much into the privacy of prominent persons, euphemistically in the 'investigative' brackets. They are not journalists and usually do not hold any degree in photography or any professional course. Paparazzi photographers are often described as an unacceptable annoyance by celebrities. Many celebrities complain about the extent to which paparazzi invades their personal space, and some have even filed a restraining order against them. We often read about film stars or celebrity beaten photographers or cameraman because there photography. End of the life of the Prince DAINA is the one of the victims of paparazzi & is the example. Some other examples and victims are available but princess Diana is famous, paparazzi were interior in celebrity's private life, the right to interfere in anyone's private life in such way , in this research paper researcher has studied what the law is available for controlling the paparazzi , study cases of paparazzi in India, elaborate history of paparazzi in India , study what is the ethics for paparazzi and study what is use of paparazzi for the Media and Society.

**Key Words:** Paparazzi, freelance photographers.

## **Introduction**

Paparazzo (pa·pa·raz·zo) is an Italian noun whose plural Paparazzi (pa·pa·raz·zi) is used to identify the freelance photographers who aggressively pursue celebrities for the purpose of taking their candid and sensational photographs. The ever-crusader media has been ruthlessly criticized for its paparazzi style of gossiping, intruding too much into the privacy of prominent persons, euphemistically in the 'investigative' brackets. Photographers and camera crew, derisively called the Paparazzi what they do, generally photographers who hunt and exploit the people, stars, politicians and eminent personalities. Paparazzi tend to be independent contractors, unaffiliated with any mainstream media organization. They are not journalists and usually do not hold any degree in photography or any professional course. Paparazzi photographers are often described as an unacceptable annoyance by

celebrities. Many celebrities complain about the extent to which paparazzi invade their personal space, and some have even filed a restraining order against them. We have discussed some of the cases regarding paparazzi, in this paper. The Paparazzi's are the photographers and they did work for the some media, it may by print or electronic or social media.

Photojournalism is a very valid form of journalism. A photo often can capture things that words cannot. It's said, a picture is worth a thousand of words. The hardness of a situation, the faces of the image, feeling, focus , these are things that cannot be displayed with the words and if you see a picture is enough. Like writers and editors, photojournalists are held to a standard of ethics. Each publication has a set of rules, sometimes written, sometimes unwritten, that governs what that publication considers to be

---

*Dr.Deepak M Shinde, is HOD and Director School of Media Studies in S.R.T.M.University Nanded (Maharashtra). He has published five books on Media, which are now a part of various university syllabus of Journalism in Maharashtra. He is the Member of various universities Boards of Studies .Member Academic Council Swami Ramanand Teerth Marathwada University Nanded, Maharashtra.*

a truthful and faithful representation of images to the public. These rules cover a wide range of topics such as how a photographer should act while taking pictures, what he or she can and can't photograph, and whether and how an image can be altered in the darkroom or on the computer. This ethical framework evolved over time, influenced by such things as technological capability and community values; and it is continually developing today. But unfortunately paparazzi's doesn't have such type of ethics or codes, in this research paper we have discussed the role of paparazzi , what is importance for them and usefulness of paparazzi for society.

## Definition and History

Photojournalism is a particular form of journalism based in collecting, editing, and presenting of news material for publication, that creates images in order to tell a news story. A journalist tells stories a photographers' take pictures of people, places and things. A photographer takes best of both and locks it in to the most powerful medium available. Some of the Photographers and camera crew, derisively called the Paparazzi. These persons took pictures with no manner, they only know gossip. For this they did unethical and personal photographs of some one. Due to the reputation of paparazzi as a nuisance, some states and countries (particularly within Europe) restrict their activities by passing laws , and by staging events in which paparazzi are specifically allowed to take photographs. In Germany and France, photographers need the permission of the people in their photographs in order for them to be released. The presence of paparazzi is not always seen as vexatious; the arranger of an event may, in order to make the guests feel important, hire a number of actors who pretend they are paparazzi. Throughout 2007, pop musician Britney Spears had a notable increase in paparazzi "stalking" her every move.

If you were to see a casual photographer around town and called him a paparazzi, they might be tempted to throw their camera at you, especially if he considers himself to be a photojournalist. So what's the difference you may ask? The answer is in the meaning of paparazzi, "buzzing insects." In 1960, these pesky freelance journalists were immortalized in Federico

Fellini's internationally popular film *La Dolce Vita*, Italian for "The Sweet Life." *La Dolce Vita* focuses on the life of a jaded journalist, Marcello , and his photographer colleague, Paparazzo. After the movie was first released in Italy, the word paparazzi became synonymous with intrusive photographers who chase the stars to get that revealing act on film. The incorporation of the word paparazzi into the English language is indefinitely tied to *La Dolce Vita* when it was released in the United States in 1961. Time magazine introduced the word to the American public in an article entitled, "Paparazzi on the Prowl." Included is a paparazzi picture of throngs of reporters blocking the car of a princess visiting Rome. The text discloses "a ravenous wolf pack of freelance photographers who stalk big names for a living and fire with flash guns at a point blank." Soon, the term would be spread across the pages of major news and entertainment publications across the globe, often accompanied by incriminating photos of the stars. Publications that were soon to follow this trend included Esquire, Cosmopolitan, and Life magazine. It was later introduced on the television. But no matter what the medium used to report on these "celebrity bounty hunters," it was clear that the paparazzi was a derogative term. Due to the reputation of paparazzi as a nuisance, some states and countries (particularly within Europe) restrict their activities by passing laws, and by staging events in which paparazzi are specifically not allowed to take photographs. . Paparazzi is not at all an uncommon word in the world after the ghastly death of Princess Diana.



An inquest jury investigated the paparazzi involvement in the deaths of Princess Diana and Dodi Fayed, who was killed on 31 August 1997 in a high-speed car chase in Paris, France, while being pursued by paparazzi. Although several paparazzi were briefly taken into custody, no one was convicted. In 1972, paparazzi photographer Ron Galella sued Jacqueline Kennedy Onassis after the former First Lady ordered her secret service men to destroy Galella's camera and film following an encounter in New York City's Central Park . In 2006, Daniella Cicarelli went through a scandal when a paparazzo caught video footage of her having sex with her boyfriend on a beach in Spain, which was posted on YouTube. After fighting in the court, it was decided in her favor, causing YouTube to be blocked in Brazil.

**Objective** :-- such type of having a history of paparazzi in word, this form of photography is coming in India . Is this photography is useful for our society ? Is this useful for the mass media in our country. now a days social media is fast growing in our country. Any body can taking picture and putting this on the social media. India is a social, cultural and historical background , without any hesitations peoples are posting pictures on the social media. for such type of questions I have decided some of the following objectives for study of the paparazzi .

1. check what law is available for controlling the paparazzi
2. study cases of paparazzi in India
3. elaborate history of paparazzi in India
4. study what is the ethics for paparazzi
5. study what is use of paparazzi for the Media and Society.

In India, though, the situation could not be more different from European countries. We are just waking up to the paparazzi phenomenon and the celebrity culture (with major magazines, tabloids and 24- hour news channels) is not more than a few years old. Take a stock of the available magazines: The Magazine Vogue, has published Bipasha Basu on the cover talking about her fitness regime, the men's magazine GQ has

Abhishek on living and coping with Ash, People magazine has Vivek Oberoi talking about his bride Priyanka and Harper's Bazaar has Deepika Padukone on the new challenges in her life. Just a few days back, the paparazzi had a proud moment when they captured Shahid Kapoor dropping Priyanka Chopra to the airport just before she left for Brazil to shoot Khatron Ke Khiladi .

The recent big fat weddings of Rajnikanth's daughter Soundarya, earlier this year of skipper MS Dhoni made for tabloid fodder. Of course, the wedding that started it all was the Aamir Khan-Kiran Rao wedding five years back which had ambitious photographers climbing on trees to get exclusive pictures. And Aishwarya Rai's first karvachauth had camerapersons climbing the rooftops of houses near the Bachchan residence to get a glimpse of Aishwarya. . One of the case is Sunanda Pushkar . She is the one who embellishes all the Indian frames now – whether big or small- and ornaments the banners with her charming looks. Discussions and debates on 'who-is-this' issue fervor in the newsrooms and classrooms. Even though she doesn't come to limelight on her own, media across the country drag her to explode .

Recently there staged an open combat between the Chennai Film Industry and Chennai Press Industry. It began with a report dealing with a cine-actress indulged in immoral traffic activities. The Editor has been accused of false reporting and all the cinematic heartthrobs gushed to the street for his blood. Subsequently he had to apologize. But the way the criminal law mechanisms Most of the newspaper-readers like sensationalism. What do you understand out of this? He needs something spicy. If an accident occurs, we cry not out of our sympathy, it is a pleasure to weep over a stranger's pain. That is simply cathartic. Otherwise, why do Facebook, Twitter, blogs and such social networks, in their soapboxes publish haunting bloodstained photographs which are forbidden in the newspapers and TV channels. Anna Kurnikova had been in the limelight even though she has not received a grand slam. She was just a model exhibiting her curves and thus embellishing the

sports page. Sania Mirza are some of the examples . Whenever they wheezes on the ground. Cameras were at vigil to open whenever her skirt moves a bit. Advertisers formed/ a beeline at her gate for a single snap. That is why Sania-Malik marriage created ripples and waves across the nation as if at the Kargil war time. N.D.Tiwari is the latest one in those heady-combo shots.

The life of a paparazzi is never easy, especially in India, where they earn peanuts. Senior photographer talks about the hazards of his profession: "The phenomenon is yet to take off in India. There are very few were working and get any money.. This breed of photographers usually sells their work to dozens of magazines and newspapers that publish such photos for their readers and subscribers, and hence many paparazzi feel they are helping celebrities and public figures in general by increasing their visibility. Still, these photographers often earn large sums for a particularly good, or revealing picture. They usually work for a Press Agency that sell their work to two hundred magazines, newspaper, website and TV networks . worldwide. Staffers are getting a fix yearly salary and a percent of the sales. They have their car, phone, car insurance, gasoline (Petrol), and health insurance paid by the agency. Some of the cases are famous in India because of the Paparazzi

**Conclusions:-** In Indian scenario there is non availability of law for controlling the paparazzi by hold forcefully activities. But the chance is there for holding paparazzi with the code of ethics of Photojournalism associations. The ethics is not bindings for any Paparazzi , it is depend up on how they work. The essential is that in the days of social media up gradations the code of ethics must be created . The role of paparazzi in the social media is very powerful like Indian country. The National Press Photographers Association, a professional society that promotes the highest standards in photojournalism, acknowledges concern for every person's need both to be fully informed about public events and to be recognized as part of the world in which we live. Photojournalists

operate as trustees of the public. The primary role is to report visually on the significant events and varied viewpoints in our common world. Our primary goal is the faithful and comprehensive depiction of the subject at hand. As photojournalists, we have the responsibility to document society and to preserve its history through images. Photographic and video images can reveal great truths, expose wrongdoing and neglect, inspire hope and understanding and connect people around the globe through the language of visual understanding. Photographs can also cause great harm if they are callously intrusive or are manipulated. It is necessary for any photographer that accurate and comprehensive in the representation of subjects. Resist being manipulated by staged photo opportunities. All subjects ware Treat with respect and dignity. Editing should maintain the integrity of the photographic images' content and context. Do not manipulate images or add or alter sound in any way that can mislead viewers or misrepresent subjects. Ideally, photojournalists should: Strive to ensure that the public's business is conducted in public. Defend the rights of access for all journalists. Proactively thinking is necessary. Some Photographers say that inadequate payment and, more importantly, little demand for revealing candid photographs make it un remunerative to be a paparazzo. And so the very definition of the paparazzo's role has been altered to fit in with the harsh Indian reality. Indian Paparazzi is like, "They gatecrash parties, take some quick pictures, and leave." He doesn't follow people around. Nor does he know anybody else who does. There's no time for this. There's no real money in this gig. Besides, the risks and rewards are too imbalanced. The paparazzo, reviled as he is, also works alone. A paparazzo's brief is to wait and wait until something happens. That can only happen if the promise of a reward exists. Ethics is an important word in journalism. Ethics are the moral principles that influence the conduct of people. Journalistic ethics are the moral principles that govern the practice of all forms of journalism. They guide the photojournalist in deciding what is right and what is wrong. Truthfulness is a core journalistic ethic. A photojournalist must always strive to take pictures that tell the truth. This issue

of ethics has become more important in the digital age when it is very easy to change the photograph on the computer. It is believed that the camera never lies. But now with a few clicks of a computer mouse, you can completely change a photograph. So much so that it is no longer a record of an event. For the photojournalist must capture the truth. This means that the photojournalist must only photograph what has happened, when it happened and not invent a situation or recreate one by moving things around in the picture to make it seem more interesting than it really was. It is also against journalistic ethics to stage or create a picture by having people pose for the camera.

## References

[www.InternetSlang.com](http://www.InternetSlang.com)

<http://www.macmillandictionary.com>

Press Laws and Ethics of Journalism, P.K. Ravindranath ( 2004 ), ISBN: 8172732430, 9788172732431

A Text Book of Media Laws: An advance resource book, Dr Deepak M.Shinde (2011),

ISBN 978-81-87471-62-2

[www.indianpaparazzi.com](http://www.indianpaparazzi.com)

<http://www.infinityfoundation.com>

Shooting under fire: the world of the war photographer ,Peter R. Howe (2002) ISBN 978-1-57965-215-9

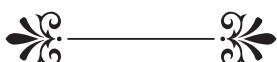
Paparazzi: And Our Obsession with Celebrity, Peter Howe ((February 15, 2005) ISBN-13: 978-1579652777

Killing Paparazzi, Robert M. Eversz ( 2003 ) ISBN-13: 978-0312309992

Paparazzi -Pat McGreal (September 1, 2001) ISBN-13: 978-1563897528

Digital Outdoor Photography: 101 Top Tips -by- Heather Angel, (19/04/2012) ISBN: 9781454701170

Media Ethics : Veda to Gandhi & Beyond , K.M. Shrivastava, (2005), ISBN-81-230-1235-7.



# **Reliability of Time Domain HRV Analysis**

**Pawan Kumar<sup>1</sup> (Assistant Professor),  
Dhananjoy Shaw<sup>2</sup> (Associate Professor),  
Manoj Kumar Rathi<sup>3</sup> (Assistant Professor)**

**Abstract-** Heart rate variability (HRV) is a measure of variation in heart rate. Researchers test the test-retest reliability of recorded HRV variables based on time domain analysis at distinct recording durations i.e. (a) 5 minutes (three sets) and (b) 10 minutes (two sets). Objectives: Reliability of HRV variables determined by time domain analysis for 5 (five) minutes and 10 (ten) minutes. The study was conducted on 30 randomly selected sportsmen. Ages ranged from 30 to 35 years with homogeneous socio-economic status. Collected data was computed with Mean, SD and product moment correlations. Finding: the reliability coefficient of time domain HRV analysis for five minutes were extremely high (i.e. above 0.8) reliability between NN50 (set 1) and NN50 (set 2); NN50 (set 1) and NN50 (set 3); NN50 (2) and NN50 (3); pNN50 (1) and pNN50 (2); pNN50 (1) and pNN50 (3); pNN50 (2) and pNN50 (3); SDNN (1) and SDNN (2); SDNN(1) and SDNN (3); SDNN (2) and SDNN (3); SDSD (1) and SDSD (2); SDSD (1) and SDSD (3); SDSD (2) and SDSD (3); RMSSD (1) and RMSSD (2); RMSSD (1) and RMSSD (3) was .939; RMSSD (2) and RMSSD (3) and accepted reliability were observed between SDANN (1) and SDANN (2); SDANN (1) and SDANN (3); SDANN (2) and SDANN (3). Similarly, the reliability coefficient of time domain HRV analysis for ten minutes were extremely high (i.e. above 0.8), the reliability between NN50 (set 1) and NN50 (set 2); pNN50 (1) and pNN50 (2); SDNN (1) and SDNN (2); SDSD (1) and SDSD (2); RMSSD (1) and RMSSD (2); and accepted reliability were observed between SDANN (1) and SDANN (2). The Study concluded that reliability coefficient of time domain HRV analysis for five minutes and ten minutes are compatible to each other and extremely high.

**Key Words:** HRV, ECG, Time Domain Analysis, NN50, SDNN

## **Introduction**

Heart rate variability (HRV) [1] is a measure of variation in heart rate. This term has become widely accepted though in practice, one usually measures the variation in the beat-to-beat interval rather than the variation in the instantaneous heart rate. Heart rate variability is a noninvasive measure of autonomic input to heart rate that has been successfully used to estimate modulation of autonomic tone. The last two decades have witnessed the recognition of a significant relationship between the autonomic nervous system and cardiovascular mortality, including sudden cardiac death [2-5].

Experimental evidence for an association between a propensity for lethal arrhythmias and signs of either increased sympathetic or reduced

vagal activity has encouraged the development of quantitative markers of autonomic activity for eg. HRV.

During the 1970s, Ewing et al.[6] devised a number of simple bedside tests of short-term RR differences to detect autonomic neuropathy in diabetic patients. The association of higher risk of post-infarction mortality with reduced HRV was first shown by Wolf et al. in 1977 [7]. In 1981, Akselrod et al. introduced power spectral analysis of heart rate fluctuations to quantitatively evaluate beat-to-beat cardiovascular control [9]. These frequency-domain analyses contributed to the understanding of the autonomic background of RR interval fluctuations in the heart rate record [8, 10]. In the past studies [11-20] has shown that

1 Bhaskaracharya College of Applied Sciences, Sec.-2, Dwarka,, New Delhi-110075, India. Email: pawan.dabas@yahoo.com

2 IGIPES University of Delhi, B- Block, Vikas Puri, New Delhi- 110018, India. Email: dhananjoy\_shaw@yahoo.com

3 Delhi College of Arts & Commerce, Netaji Nagar, New Delhi- 110025, India, Email: rathi2manu@yahoo.co.in

there is a positive relation of physical/exercise fitness and autonomic nervous system. Chronic exercise training has been shown to have a positive influence on cardiac autonomic function as assessed by measures of heart rate variability (HRV). Recent evidence indicates that several benefits associated with exercise training (e.g., improved insulin action, reduced blood pressure, improved blood lipid profile) may be realized transiently after a single bout of exercise. HRV has become the conventionally accepted term to describe variations of instantaneous heart rate and RR intervals.

The most widely used methods used to measure heart rate variability can be grouped under standard of ethics. Each publication has a set of rules, sometimes written, sometimes unwritten, that governs what that publication considers to be a truthful and faithful representation of images to

- A. Time-domain analysis
- B. Frequency-domain analysis
- C. Other methods also have been proposed, such as non-linear methods.

These are based on the beat-to-beat or NN intervals, which are analyzed to give variables such as: Reliability of recording durations has been questioned in the past. According to European Task force it should be used whenever possible a) short-term recordings of 5 minutes made under physiologically stable conditions processed by frequency-domain methods, and/or (b) nominal 24-h recordings processed by time-domain methods.

One means of estimating the reliability or consistency of a test is to administer it on two different occasions to the same group (test, then retest) and then determine the correlation between the sets of scores. This correlation is called the coefficient of stability. The time interval between the two administrations of the test should be relatively short; that is, long enough that individuals are not likely to repeat error performance, but now so long that they may either forget or learn during the interval. In all the cases, the conditions for the test administration should be precisely the same both times the test is administered. It is particularly tempting for

physical educators to administer physical performance tests on the same day in order to determine test-retest reliability. Baumgartner (1969) [22], however, has shown that same day test-retest coefficients consistently overestimate the reliability of a test. Consequently, test-retest administrations should be made on different days.

Researcher found a huge research gap in this regard. So, researcher was motivated to test the test-retest reliability recorded HRV variables based on time domain analysis distinct recording duration i.e. a) 5 minutes (three sets) and b) 10 minutes (two sets).

## I. Objectives

Objectives of the study were a) Reliability of HRV variables determined by time domain analysis for 5 (five) minutes and b) Reliability of HRV variables determined by time domain analysis for ten (ten) minutes.

## II. Hypothesis Of The Study

It was hypothesized that a) there will be average to high reliability coefficient between/among the recordings of HRV variables through time domain analysis for five minutes b) there will be average to high reliability coefficient between/among the recordings of HRV variables through time domain analysis for ten minutes.

## III. Sample For The Study

The study was conducted on 30 males. Ages of the sample ranged from 30 to 35 years of same socio-economic status from judo, hockey, wrestling, basketball, athletics, cricket, swimming etc.

## IV. Methodology

Subjects were asked to come with two hours fasting before the test. No medication was taken before 48 hours of the testing. Subjects were made to rest for 30 minutes before the commencement of the test and then heart rate variability (HRV) was performed, which quantifies autonomic drive to the myocardium. The ECG analog were filtered and quantified using the software namely 1) AUTONOMIC FUNCTION TEST HRV\_Soft version 1.1, 2) HRV Software, Biomedical Signal Analysis Group, Department of Applied Physics, University of Kupio, Finland. Time domain

analysis of the data was done. Both sympathetic and parasympathetic drives to myocardium were assessed by NN50, pNN50, SDNN, SDANN, RMSSD and SDSD. This was achieved by simultaneous measurement of ECG on a digital polygraph (Medicaid Company, Chandigarh, India)

## V. Statistics

Collected data was computed with Mean, SD and product moment correlations. The level of significance was 0.01 level. The findings have been presented with table numbers 1, 2, 3 and 4.

### I. Findings

Table: 1 Descriptive Statistics of Time Domain HRV Analysis for 5 minutes

<b>Variables (Repeated Measures)</b>	<b>Mean</b>	<b>SD</b>
NN50 Count (Set 1)	61.07	53.18
PNN50 Count (Set 1)	22.5	20.03
SDNN (Set 1)	51.20	23.53
SDSD (Set 1)	45.72	26.37
RMSSD (Set 1)	45.63	26.25
SDANN (Set 1)	19.53	12.52
NN50 Count (Set 2)	66.50	54.04
PNN50 Count (Set 2)	24.04	19.67
SDNN (Set 2)	55.09	26.05
SDSD (Set 2)	48.89	26.77
RMSSD (Set 2)	48.81	26.72
SDANN (Set 2)	20.81	13.42
NN50 Count (Set 3)	67.30	55.27
PNN50 Count (Set 3)	23.33	19.40
SDNN (Set 3)	57.61	33.37
SDSD (Set 3)	47.65	27.14
RMSSD (Set 3)	47.57	27.09
SDANN (Set 3)	25.10	17.86

**Note: Set 1, 2 and 3 are three sets of 5 minutes continuous recording**

Table: 2 Descriptive Statistics of Time Domain HRV Analysis for 10 minutes

<b>Variables (Repeated Measures)</b>	<b>Mean</b>	<b>Sd Deviation</b>
NN50 Count (Set 1)	105.47	80.29
PNN50 Count (Set 1)	23.46	19.97
SDNN (Set 1)	53.76	23.28
SDSD (Set 1)	47.74	26.80
RMSSD (Set 1)	47.69	26.76

SDANN (Set 1)	18.18	8.73
NN50 Count (Set 2)	104.23	74.64
PNN50 Count (Set 2)	23.46	19.19
SDNN (Set 2)	244.8	104.23
SDSD (Set 2)	45.69	26.46
RMSSD (Set 2)	47.94	25.94
SDANN (Set 2)	21.35	13.12

**Note: Set 1 and 2 are two sets of 10 minutes continuous recording**

Table: 3 Reliability Coefficient of Time Domain HRV Analysis for 5 minutes

<b>S.No.</b>	<b>Variables (Repeated measures)</b>	<b>Coefficient of Reliability</b>
1	NN50 (1) vs NN50(2)	.968**
2	NN50 (1) vs NN50 (3)	.942**
3	NN50 (2) vs NN50(3)	.962**
4	pNN50 (1) vs pNN50(2)	.959**
5	pNN50 (1) vs pNN50(3)	.957**
6	pNN50 (2) vs pNN50(3)	.974**
7	SDNN (1) vs SDNN (2)	.897**
8	SDNN (1) vs SDNN (3)	.868**
9	SDNN (2) vs SDNN (3)	.928**
10	SDSD (1) vs SDSD (2)	.955**
11	SDSD (1) vs SDSD (3)	.939**
12	SDSD (2) vs SDSD (3)	.965**
13	RMSSD (1) vs RMSSD (2)	.955**
14	RMSSD (1) vs RMSSD (3)	.939**
15	RMSSD (2) vs RMSSD (3)	.965**
16	SDANN (1) vs SDANN (2)	.577**
17	SDANN (1) vs SDANN (3)	.518**
18	SDANN (2) vs SDANN (3)	.513**

\*Correlation is significant at 0.01 level

Note: (1), (2) and (3) are three sets of 5 minutes continuous recording.

Table: 4 Reliability Coefficient of Time Domain HRV Analysis for 10 minutes

<b>S.No.</b>	<b>Variables (Repeated measures)</b>	<b>Coefficient of Reliability</b>
1	NN50 (1) vs NN50(2)	.976**
2	pNN50(1) vs pNN50(2)	.988**
3	SDNN (1) vs SDNN(2)	.917**
4	SDSD (1) vs SDSD (2)	.987**
5	RMMSD(1) vs RMMSD(2)	.980**
6	SDANN (1) vs SDANN(2)	.443

\*Correlation is significant at 0.01 level

Note: (1) and (2) are two sets of 10 minutes

continuous recording

The finding reveals that the reliability coefficient of time domain HRV analysis for five minutes, there were extremely high (i.e. above 0.8) reliability between NN50 (1) and NN50 (2) (.968); NN50 (1) and NN50 (3) (.942); NN50 (2) and NN50 (3) (.962); pNN50 (1) and pNN50 (2) (.959); pNN50 (1) and pNN50 (3) (.957); pNN50 (2) and pNN50 (3) (.974); SDNN (1) and SDNN (2) (.897); SDNN(1) and SDNN (3) (.868); SDNN (2) and SDNN (3) (.928); SDSD (1) and SDSD (2) (.955); SDSD (1) and SDSD (3) (.939); SDSD (2) and SDSD (3) (.965); RMSSD (1) and RMSSD (2) (.955); RMSSD (1) and RMSSD (3) (.939); RMSSD (2) and RMSSD (3) (.965) and accepted reliability were observed between SDANN (1) and SDANN (2) (.577); SDANN (1) and SDANN (3) (.518); SDANN (2) and SDANN (3) (.513). Similarly, the reliability coefficient of time domain HRV analysis for ten minutes, there were extremely high (i.e. above 0.8) reliability between NN50 (1) and NN50 (2) (.976); pNN50 (1) and pNN50 (2) (.988); SDNN (1) and SDNN (2) (.917); SDSD (1) and SDSD (2) (.987); RMSSD (1) and RMSSD (2) (.980); and accepted reliability were observed between SDANN (1) and SDANN (2) (.443).

## Conclusion

Reliability coefficient of time domain HRV analysis for five minutes and ten minutes are compatible to each other.

## Recommendation

The SDANN variable of HRV time domain analysis is less reliable irrespective of duration recordings, hence avoidable for short duration recordings.

## References

[en.wikipedia.org/wiki/Heart\\_rate\\_variability](https://en.wikipedia.org/wiki/Heart_rate_variability)

Lown B, Verrier RL (1976), "Neural activity and ventricular fibrillation". N Engl J Med, 294, p.1165–70.

Corr PB, Yamada KA, Witkowski FX (1986), "Mechanisms controlling cardiac autonomic

function and their relation to arrhythmogenesis. The Heart and Cardiovascular System", New York, Raven Press, p.1343–1374.

Schwartz PJ, Priori SG (1990), "Sympathetic nervous system and cardiac arrhythmias, In: Zipes DP, Jalife J, eds. Cardiac Electrophysiology. From Cell to Bedside. Saunders, Philadelphia, p.330–43.

Levy MN, Schwartz PJ (1994) eds. Vagal control of the heart: Experimental basis and clinical implications, Armonk: Futura Publications, p.133-146

Ewing DJ, Martin CN, Young RJ, Clarke BF (1985), "The value of cardiovascular autonomic function tests: 10 years experience in diabetes", Diabetic Care (8). P.491–8.

Wolf MM, Varigos GA, Hunt D, Sloman JG (1978), "Sinus arrhythmia in acute myocardial infarction", Med J Australia (2), p.52–3.

Akselrod S, Gordon D, Ubel FA, Shannon DC, Barger AC, Cohen RJ (1981), "Power spectrum analysis of heart rate fluctuation: a quantitative probe of beat to beat cardiovascular control", Science (213), p.220–2.

Pomeranz M, Macaulay RJB, Caudill MA (1985), "Assessment of autonomic function in humans by heart rate spectral analysis", Am J Physiol (248), p.H151–3.

Pagani M, Lombardi F, Guzzetti S et al (1986), "Power spectral analysis of heart rate and arterial pressure variabilities as a marker of sympathovagal interaction in man and conscious dog", Circ Res (59), p.178–93. Apor P

Petrekanich M, Számadó J (2009), "Heart Rate Variability Analysis in Sport", Orv Hetil., 150(18), p.847-53 Atlaoui D

Pichot V, Lacoste L, Barale F, Lacour JR, Chatard JC (2007), "Heart Rate Variability, Training Variation and Performance In Elite Swimmers", Int J Sports Med., 28(5), p.M394-400 Berkoff DJ

- Cairns CB, Sanchez LD, Moorman CT 3rd (2007), "Heart Rate Variability in Elite American Track-And-Field Athletes", *J Strength Cond Res.*, 21(1), p.227-31 Carter JB
- Banister EW, Blaber AP (2003), "Effect of Endurance Exercise on Autonomic Control of Heart Rate", *Sports Med.*, 33(1), p.33-46
- Cipryan Lukas, Stejskal Pavel, Bartakova Olga, Botek Michal, Cipryanova Hana, Jakubec Ales, Petr Milan and Rehova Iva (2007), "System Observation through to Use of Spectral Analysis of Heart Rate Variability in Ice Hockey Players", *37(4)*, p.17-21 Hottenrott K
- Hoos O, Esperer HD (2006), "Heart Rate Variability and Physical Exercise. Current Status", *Herz.*, 31(6), p.544-52 Perini R
- Veicsteinas A (2003), "Heart Rate Variability and Autonomic Activity at Rest and During Exercise in Various Physiological Conditions", *Eur J Appl Physiol.*, 90(3-4), p.317-25 Pichon AP
- de Bisschop C, Roulaud M, Denjean A, Papelier Y (2004), "Spectral Analysis of Heart Rate Variability During Exercise in Trained Subjects", *Med Sci Sports Exerc.*, 36(10), p.1702-8
- Pober David M, Braun Barry, and Freedon Patty S (2004), "Effects of a Single Bout of Exercise on Resting Heart Rate Variability", *36(7)*, p.1140-1148
- Rebelo AN, Costa O, Rocha AP, Soares AP and Lago P (1997), "Autonomic Control of Heart Rate at Rest Altered by Detraining. A Study of Heart Rate Variability in Professional Soccer Players after the Detraining Period and after the Preparatory Period for Competition", *Rev Port Cardiol.*, 16, p.3-41
- Task Force of The European Society of Cardiology and The North American Society of Pacing and Electrophysiology (1996), *European Heart Journal*, 17, p.354–381
- Baumgartner TA (1969), "Estimating reliability when all test trials are administered on the same day", *Res. Q.*, 40, p.222–225.



# **Politics as A Process of Governance Particularly In The Context of Urban Local Self Government**

**Dr. Arti Rastogi**

**Abstract-** The contemporary politico – administrative parlance significantly include terms like governance good governance , citizen- administration interface through various institutional mechanisms and many other newer areas of administrative activity. These become all the more important in so far as urban governance is concerned. The present article discusses conceptual analysis of the terms included like politics, governance,good governance ,and patterns and politics in urban governance Politics as a process of governance exists at all levels of government – central , state, and local .The fast emerging urbanized world today needs more effective and efficient administration to deal with many problems of urban governance .the heavy influx of people towards cities is a challenging task for any government to manage and administer so that the ultimate aim of governance is characterized through policies and programmes of governments therefore good governance connotes welfare and development of citizens .

**Key Words:** Good Governance, local self government

## **Concept of Good Governance**

Good governance is associated with efficient and effective administration in a democratic framework, while governance refers to a political system whether democratic or not. The concept connotes different things to different people. For instance, international organizations ,like the World Bank, associate good governance primarily with capacity building and the exercise of political power needed for efficient and effective management of concrete national programmes, whether the political system is democratic or not<sup>1</sup>.

According to Goran Hyden<sup>2</sup> are three requirements of good governance viz (a) citizen influence and oversight , b) responsive and responsible leadership, and (c) Social reciprocities. For yet another group of writers ,good governance implies presence of rule of law ,safeguarding of basic human rights ,presence of honest and efficient government, accountability, predictability, and openness<sup>3</sup>. For Jefferies, good governance is equivalent to purposive and development-oriented administration which is committed to improvement of quality of life of

the mass of people without necessarily being democratic in style<sup>4</sup> . Therefore good governance Connotes welfare and development of citizens .In a country like ours which is sovereign , Democratic ,Secular ,Socialist republic it is obligatory for the government to formulate such public policies in foreign , domestic ,political economic and social spheres that in empirical terms we can see reflections of our constitutional goals of democracy ,human dignity integrity ,unity and development .

In many third world countries even since the beginning of decolonization process of the 1940's decentralization of power have been part of the process of nation building and socio-economic development .Decentralization implies dispersal of power and authority from the Centre to the state or local levels, the Centre of an organization disperses power to the people at the periphery or field offices or government at the grassroots level . Decentralization is a centrifugal force in society that aims at transfer of as much authority and responsibility for performance of as many functions of the community as possible to people or government as far away as centre, while Centralization is a centripetal force working in

---

Dr Arti Rastogi , presently teaching at Rajdhani College university of Delhi ,completed her ,M.A , M.Phil and PhD from university of Delhi. Her areas of interest include governance in big cities, urban sprawl and administration, environmental administration particularly Delhi ad politico-administrative perspective.

society which pushes the greatest possible part of community activity towards the centre.<sup>5</sup> Decentralization takes four major types , that is (1) Deconcentration (2) Delegation , (3) Devolution of authority (Political, administrative and financial),(4) debureaucratization. Of these, devolution of authority by the government is the only method which permits maximum participation of the people at the local levels in the processes of governance.

### **Politics as The Process of Governance**

Politics is the process by which a group of people govern themselves and it is an inevitable part of people living together .The study of politics therefore involves understanding how people govern themselves and consequences of the political process . Urban governance connotes the process of governing urban areas . It encompasses the functioning of urban government interactions of political and administrative elements in urban government .The people of the area as beneficiaries of civic amenities interact with local politicians and administrators, managing urban government .Therefore, governance of country involves interplay of politico-administrative elements at all levels central,state and local-rural and urban. The word “politics “ stems from polis the Greek city-states such as athens at the time of Plato and Aristotle . Aristotle in his discussion of human associations, stated that the “most sovereign and inclusion association is the polis as it is called ,or the political association.”Urbanus in Latin means “of the city'. It also means “refined” or “polished . Other words like the “metropolis” and “megalopolis” are connected with the city and its different manifestations.

We believe that the Socratic-Platonic doctrine .that “virtue is knowledge “,i.e the belief that there is objectively good life both for the individual and for the states which may be the object of study ,which may be defined by methodological intellectual processes and which may be intelligently pursued<sup>6</sup> . Also the evolution of Roman law and the Holy Roman Empire provide ample evidences for the teaching of art and Science of politics.

Some terms<sup>7</sup> used for local authorities older still, deriving from Greek and Latin .Koinotes (community) and demos (People or district ) are the names of Greek local authorities today .Municipality and its variant came from the ancient Roman administrative law term municipium .City comes from civis (citizen) country comes from Comitates ,which is derived from comes (court), the office of an imperial official .But the institutions which gave a recognized status to local government in early middle ages in Europe were tutonic or Greman ;burg,borough and the French bourg from the root meaning 'protect' or 'hide' which survives in the German Bargen town from old English tun, and enclosure, and the German stadt from words for place or dwelling .The medieval cite or city devoted a large settlement with privileges .Town,borough and city all originally devoted fortified enclosures into which the local population could retreat when under external threat.

Modern<sup>8</sup> concepts of national sovereignty developed from claims to absolute power by royalty in the 16 th 17 th centuries .Jean Bodin gave the classical definition of sovereignty developed from claims to absolute power by royalty in the 16<sup>th</sup> and 17<sup>th</sup> centuries Jean Bodin gave the classical definition of sovereignty . Later Montesquieu (1689-1755) wrote ,” if in a monarchy you abolish the prerogatives of the lords ,the clergy ,the gentry and the cities you will have a popular state or else a despotism .He further said ,municipalities and other local bodies moderate the power of a sovereign while at the same time enjoying some delegating sovereign powers .In Britain, David Hume (1711-76) wrote of the idea of the perfect commonwealth, as a country of a hundred countries,each divided into a hundred parishes ,the whole ruled by a hundred senators, one from each country .Turgot (1727-81),Frenchman who proposed a three level hierarchy of 'municipalities' .

In the united states under the influence of Jefferson (1743-1826) decided to subdivide its north west territories geometrically with a tier on tier division and subdivision of government responsibilities from nation to township .De

Toquevelli<sup>9</sup> wrote of his experience in the US 'The village of township is the only association that is perfectly natural that wherever a number of men are collected it seems to constitute itself' In the East in ancient China the teachings of Confucius (500-B.C) have laid the framework for administrators to act and develop through training that continue to characterise modern governance<sup>10</sup>.

In ancient India the education in politics, statecraft and public administration was given through the gurukul system<sup>11</sup> of learning by Kautilya the author of Arthashastra (300 B.C) and by others .The Arthashastra is often compared with Machiavell's The Prince because both these political masterpieces favoured subordination of ethical principles to considerations of "expediency" and the political doctrine that "ends justifies<sup>12</sup> the mean."

Among other political works in India belonging to the early period of the Christian era, the most notables are Nitisara of Kamandaki, the Nitivakayamitra of Somadeva Suri, and the Nitisara which is attributed to Sukracharya<sup>13</sup>. Also Thirukural<sup>14</sup>, Written in Tamil ,by the great sage and poet Thiruvalluvar-a classic attributed to the fourth century A.D, The Hindu epics-Ramayana and Mahabharata contain valuable politico-administrative ideas ,the Smritis , Puranas ,religious books of the Buddhists and Jainas, historical and dramatic literature, accounts of foreign travellers, epigraphic records and few treatises that deal specially with politics<sup>15</sup>.

Politics is defined in many ways . One approach is that politics is the process of making governmental politics , the making of decisions by public means, the authoritative allocation of values ,the quest for power ,and so forth. The ethical scope of political activities has been candidly expressed by Peter Merkl in the following words "At its best ,politics is a noble quest for a good order and justice and its worst ,a selfish grab for power ,glory and riches<sup>16</sup>. To, most political thinkers the word politics denotes all the activities and processes that take place in the public realm ,same overt and others

of a more covert nature .Van Dyke<sup>17</sup> puts it, "politics can be defined as struggle among actors pursuing conflicting desires on public issues.' 'Quincy Wright<sup>18</sup> in the context of international politics writes that' politics is the art of influencing or controlling major groups in the world so as to advance the purpose of some against the opposition of others ." While political scientists deal primarily with politics within the public realm , ,politics is not limited to the public realm . As stated by Robert A. Dahl<sup>19</sup> the political arena transcends the public realm .In his words " A political system is any persistent pattern of human relationship that involves , to a significant extent power ,rule or authority ."

Politics is a much wider than the state as politics is a process and the state is merely an institution. In politics all the political processes in society are studied. The government is smaller in scope than the state. in order to endure,"writes Jorgen Rasmussen<sup>20</sup> , a system must process demands efficiently even though their number and urgency increase sharply.

### **David Easton's System Model**

**Arthur Bentley and the concept of process:** Bentley's<sup>21</sup> two fold contribution to the new political science was(a) the idea of the group as the true level of reality for political understanding and investigation, and (b) the concept of process as the only valid approach to the understanding of this reality. The process of government was described by Bertram Gross<sup>22</sup> as one of the most important books on government ever written in America and of the most important books on government to have been written in any country.

Bentley<sup>23</sup> had a great faith in measurement and quantification. "it is impossible to attain scientific treatment of material that will not submit itself to measurement in some form. Measurement conquers Chaos."

Charles Merriam took upon himself the responsibility of propagating the interdisciplinary and scientific approach to politics. In the middle and late sixties,socio-political turbulence marked American life, which had

generated some challenges towards politics. The purpose of politics was defined as “which is guided not towards the indoctrination of men and the directives of science, but the enlistment of science in the cause of man; and thus, a political science which can serve the poor, oppressed, and underdeveloped peoples at home and abroad in their struggle against the established hierarchies, elites and institutional forms of manipulation.”<sup>24</sup>

### **Urban Governance: Patterns and Politics**

Local self-government is the fulfillment as well as the foundation of democracy. It is at once the home and the nursery of democracy, it can nurture people's interest in their community and provide a channel of communication in the management of local affairs<sup>25</sup>. With the commencement of the planning process in the country, it was realized that the local government could also be an effective tool for local development. “Politics continues to dominate municipal affairs and seems certain to go on dominating them for as as municipal institutions exit”<sup>26</sup>.

The city today, is no longer a single political entity. It is, one the one hand, a corporate legal person having a well defined territorial jurisdiction under a statutory governmental organization; on the other it is socio-economic and geographic entity, encompassing within its fold a number of authorities, functioning and territorial-urban governments are called upon to undertake a varieties of activities and provide civic amenities and community facilities. Local government is the executive arm for the performance of a great variety of functions and execution of local works with an added emphasis on public relations and peoples participation. There are two basic types of urban government in India<sup>27</sup> Municipality in small towns and cities and Municipal Corporation in big cities. The municipality has a directly elected council (Board) which elects its chairman and forms the standing committees. Under the unified or integrated municipal personnel system, the executive officer comes from 'outside', virtually from the state government and exhibit and attitude which more state oriented than

municipality oriented<sup>28</sup>.

In the big cities, the management pattern reveals a sharing of governing power between the elected corporation, standing committees and the municipal commissioner, who is legally one of the municipal authorities. The<sup>29</sup> municipal administration suffers generally from poor local pressures; and had antiquated systems of internal management.

Politics thus remains at all levels of governance, “civilized<sup>30</sup> life and organized society depend upon the existence of governments, and what governments should do and can do with their power and authority depends, in turn on the political structure and beliefs of the subsidiary societies within the range of these governments.” On the one hand we have writers like H.R.G. Greaves<sup>31</sup> and others who regard “Politics is concerned, among other things, with conflict-conflict over the proper use of force, power and authority,” on the other Harold G. Lasswell<sup>32</sup> among others writers. “Politics is a conflict resolution process that determines who gets, what when and how.” We can sum up in these words, “Politics<sup>33</sup> is the process by which power is employed to affect whether and how government will be used in any given area”. Thus governance and administration as far as urban local self-government is concerned is very much significant area as citizen-administration interface is direct which also calls for people's participatory, democratic approach of governance

### **References**

H.K.Amerom, k. Borgman and R. Hoppe, Good governance, decentralisation and democratisation in post- colonial states: A comparative study of Ghana, Indonesia and Surinam, Indian journal of public administration, oct-dec.1995,vol.X11,No.4,p.736

Goran hyden. "Governance and the study of politics.", in Goran Hyden and Micheal Bratton(eds),governance and politics in Africa, London, Lynne Rienner publishers , 1992,pp.1-26

Quoted in H.K. Asmerom , K.borgman and

R.hoppe,op.cit.,p.736

Richard Jefferies," urban population attitudes towards the economic recovery programme' and the PNDC government in Ghana ,journal of African,vol.91,1992,pp.207-26

Quoted in H.K.Asmerson and others,op.cit,p.727

George H.sabine ,A history of political theory , London ,George Allen and unwin , G.Harrapand co.ltd,1946,p.36

Alan Norton, international handbook of local and regional government- a comparative analysis of advanced democracies, England, Edward Elgar limited ,1994,pp.3-4

Alan Norton,op.cit,pp.6-7, Alan Norton ,op.cit,p.10

For more details ,see,Chong –bum Lee," Republic of Korea",in Ledvina V.cariono, public administration in Asia and the pacific: survey of Teaching and Research in twelve countries, Bangkok. UNESCO,1991, pp.57-87

Gurukul was the ancient indian system of imparting education or learning through resident school called gurukul.

Paramathanath Banarjee, public administration in ancient India ,new delhi,uppal publishing house,1985,p.10

Ibid,p.12

Also known as Kural , written in Tamil, English translation by prof.P.S Sundrama, India ,Penguin Books,1991

O.P Diwedi , Administrative theology :Dharma of public officials,indian journal of public administration, special issue, july-sep.1990, vol.XXXVI, No.3,pp.406-419

Peter Merkl, political community and change ,new York,harper and row,1967,p.134

Van Dyke, political science :a philosophical analysis standford university press,1966.p.134

Quiney Wright,the study of international relations, New York,Appleton-country croft,1955.p.130

Robert A.Dahl, modern political analysis, 2nded., New Jersey, Englewood cliffs, prentice hall,1970,p.6

Jorgen Rasmussen, The Process of politics-a comparative approach,New York.atherton Press.INC..1969,p.19

Arthur Bentley, The Process of Government, Dhinois,Evanston,1908

Among other political writers Maz Lenser in the Encyclopaedia of social sciences.macmillan. New York,1953.X1V,pp.148-51,are ward, Giddings, small, ross Ellwood,Dewey and others

Arthur Bentley, the process of Government ,Illinois,1908,p.162

Ali Ashraf, government and politics of big cities- An Indian case study,new Delhi,concept publishing company,1977,p.1

C.B Rao, local elections and politics in T.N. Chaturvedi, Abhijit datta(eds),Local Government ,IIPA,New Delhi,1984,p.43

Ashok Mukhopadhyay, "politics and bureaucracy in urban governance: the Indian experience". Indian journal of public administration, January –march,1996, vol.XLII, No.1.p.33

Ashok Mukhopadhyay,op.cit.,p.33

Bernard crick, the introducing of politics in D.B Heater(ed), the teaching of politics, London. Methuen Educational Limited,1969,p.1

H.R.G.Greaves , The foundations of political theory, London, London school of economics and political science,1966,p.4

Harold G.Lasswell, Politics: who get what, When and How, New York ,Meridien Books,1958.

Kenneth M. Dolbeare and Murray J.Edelman, American politics: policies ,power and change.2nd ed..Lexington, Mars :D.C Health, 1974,p.8

# The Impact of Economic Reforms on Indian Economy

## An Assessment

Mudit Gupta\*  
Moumita Dey\*\*

**Abstract-** *The Economic reforms in India started with the Liberalisation of the Indian economy on 24th July 1991. After the Independence in 1947, India concentrated on socialism policies in the beginning but the attempts to liberalize the Indian economy were made in the year 1966 and 1985. India introduced a series of economic reforms due to the acute balance of payment crisis that it faced. Realising the poor health of the financial sector, series of reforms were implemented which includes easing of the interest rates, reducing the control over the private and the foreign banks, elimination of the associations lending requirements, easing of the bank branch licensing, entry of the private sector mutual funds and welcoming more and more foreign institutional investors. The present paper attempts to assess how the Indian economy has responded to these policy measures and the resultant changes in the business conditions in a long run perspective. The paper finds that although the rate of growth of the Indian industry sector has not accelerated following economic reforms probably due to slow growth in agriculture and industrial productivity, investment in general and FII and FDI in particular have shown considerable increase. Export orientation has increased across the industries significantly signalling enhanced global competitiveness of Indian firms, although imports have risen faster than exports. As economic reform deepens and competitive pressures build up, an analysis of these interactions would provide useful insights for understanding corporate behaviour and for making policy choices.*

**Key Words:** Economic reforms, GDP, Fiscal deficit, corporate sector, strategies, FDI, FII.

### Introduction

Indian economy featured by licence raj and red tapism faced severe financial crisis during 1990-91 which forced the Indian government to initiate the economic reforms and liberalise the Indian economy. India had to make a solemn promise of 20 tonnes of gold to Union Bank of Switzerland and 47 tonnes of gold to Bank of England. The IMF (International monetary fund) also required India to take a series of reforms regarding the economic structure of India. India opted for the neo- liberal policies to put an end to the unrestricted or unfettered capitalism also known as the 'license raj' and adhered more to the laissez-faire doctrine .The reforms inclined at easing restriction on firms' activities and enhancing the competition in the market by putting an end to the 'license raj'. Indian market has also been opened for the foreign trade and investment. Deregulation and privatisation

alongwith reformed tax regime. P.V. Narashimha Rao has been held as the pioneer for the Indian economic reforms. His committee members included Manmohan Singh and many others who carried out his path of liberalisation. The financial sector also experienced a lucrative opening due to these reforms. Realising the poor health of the financial sector, series of reforms were implemented which includes easing of the interest rates, reducing the control over the private and the foreign banks, elimination of the associations lending requirements, easing of the bank branch licensing, entry of the private sector mutual funds and welcoming more and more foreign institutional investors. The financial reforms are practiced to pull out India of its fiscal deficit. Indian economy enjoyed major growth of five years during the period (2003-2008). It is during this period that India enjoyed a growth rate of 9% per year until it was disturbed by 2008

\*Mudit Gupta is a practising Chartered Accountant and is currently pursuing his Ph.D course from Jagannath University, Jaipur.  
\*\*Moumita Dey is currently pursuing her PGDM from Jagan Institute of Management Studies, Rohini, Delhi.

global financial crisis. The crisis which emerged due to greed and poor management of financial activities by the developed economies posed a serious threat to the emerging economies. Some people argued that it is the result of market reforms and excessive liberalisation of the economy. But keeping aside this argument it was decided to move ahead with the structural reforms and domestic upliftment. The crisis gave an alarming call against the hazard of the uncurbed capital inflows. It has been decided to concentrate on the protection of the domestic economy and institutions against the whimsical financial globalisation. After the financial crisis of 2008 the growth of the following two years (2009-2010) was managed by i) Liberalising the credit at low interest rates and ii) expanding the public sector expenditure that raised the fiscal deficit by 2.5% of the gross domestic product in 2007-2008 to 4.8% in 2011-2012<sup>1</sup>.

As the Indian economy was stranded and imbalances prevail in the macroeconomic variables, the main concern was to focus on how this crisis could be overcome. With the corporate sector mostly mired in over-leverage, the most sensible alternatives left was to boost up investment in public infrastructure to encourage investment and expansion of the bank credit facility on easy terms to the informal sector and agriculture, which have been neglected during the booming, season. The global recession of 2009 cause a sharp decline in the global economic market and there was a sharp drop in the market in the September 2008. Initially the central bank had to restrain the flow of liquidity in the market. The impact of global recession on Indian economy was adverse and it sustained for a couple of years. The IT sectors that provide services to a majority of the US based IT firms suffered a huge set back due to this global downfall as they generate 75% of their revenue. Decline in exports during the end of October 2008 also create a sharp decline in its economic structure. The decelerating export rate also lowered its GDP. Though India was more prone to make domestic developments but the exports of merchandise goods add good value to the GDP of the country . when value of exports dropped down it affected the Indian economy leading to

joblessness, and restlessness in the Indian economy. As a result government intervene to introduce various series of reforms and expansion of the private sector. Towards the end of the 2011, government increased the intervention of Foreign Direct Investment by 51% but due to coalition of other parties it did not succeed. Governments' initiatives to keep the prices of diesel low for a long time also undergone a change with change in the market price. The new reforms to meet the financial crisis is that government welcomed foreign investors like Wal-Mart to operate in the Indian market but the twist introduced in the policy is that it left to the Government of the individual states to decide what is going to happen in their own territory. Further it was added that larger cities will be the fortunate to experience the super-markets first. In addition to the above the foreign investors are required to improve the logistic chains. With a view to curb the inflation and benefit the Indian consumers better logistics, competitive shops, foreign expertise and technology are been introduced. Farmers are also been able to get the benefits of the supermarket as it reduces the long chain of intermediaries. The restriction on 'single brand investors' was relaxed. Foreigners can now go for outlets without any local partners; however they are required to source their raw-materials from the local market. Foreign investors are also allowed to invest in sectors like 'India's power sector' (trading exchanges), in domestic broad casting and domestic aviation.

### **Objectives of the study**

The basic objective of the study is to find out the impact of the economic reforms on the performance of Indian economy since 1991. The particular objectives of the study are-

1. To review the different economic reforms undertaken by the government.
2. To examine empirically, the impact of reform measures on the trends in the Indian economy in terms of selected indicators.

### **Data Collection and Methodology**

The study is primarily based on the secondary data collected from the different publications of RBI, websites of National Stock Exchange,

Bombay Stock Exchange and SEBI and various books and articles. The sample period of the study spans from 1991 to 2013.

This study has been organized in three parts. Section I reviews the significant economic reforms undertaken by the Indian government. Section II focuses on the impact of economic reforms on Indian economy through selected market indicators. The concluding observations are made in the last section of the study.

### **Key dimensions of economic reforms:**

There was no doubt in it that gradual approach was followed in 1991 to reform India which was different from the incremental approach to reforms of the 1980s. Whereas the current reforms are far different from the previous ones, they are over a vast area and are much clear in identifying the objectives and specific needs of the distinct areas .The new era reforms help to merge with the global economy through trade, technological advancements, and investments and so on. The perspective towards introducing the new reforms is that it must not be concentrated to any particular area but it must be spread to all the sectors so that the economy is benefitted from all the angles and sub angles.

### **Fiscal Consolidation**

In the development of Indian economy fiscal reforms plays an important role. Why India only, for the development of any other economy, development of fiscal condition is very important. During the eighties the fiscal deficit has had reached around 8.4% of GDP in 1990-91 for the central government and together with the state government it has reached to 10% GDP, which was very high. So steps were taken to reduce the fiscal deficit of the central government that took into account the abolition of the export subsidies in 1991-1992, fertiliser subsidies were restructured in 1992-93. Government's loan to provide support to the loss making public Sectors are been phased out. Development expenditures including the developments on social and economic expenditure are also been restricted. With these reforms the government was able to reduce the fiscal deficit from 8.4% of the GDP in 1990 to 5.9% in 1991-1992 and further to 5.7% in 1992-

93. In 1993-1994 while it was expected that the fiscal deficit will get reduced by 4.65% of the GDP but the target did not met and the fiscal deficit stands out to be 7.3% of the GDP. The cause for this slippage was due to shortfall of the tax revenues as compared with the targeted budget. Customs revenues were under the set target as the imports were much less than the exports. Collection from the exercise duty was also below the standard because the Industrial did not responded to the reforms as was expected.1994-1995 However it experienced a fiscal deficit of 6% of GDP, which was a significant improvement as compared to 1993-1994. The reform that brought down the fiscal deficit was the introduction of the limit or ceiling to the government's borrowing from the RBI. During 1999-2000 fiscal deficit gone up for a high of 9.8% of the GDP which was considered to be a crisis period. During 1995-1996 the fiscal deposit declined by about 3% of the GDP.

YEAR	Fiscal Deficit (as a percentage of GDP)
1990-1991	8.4
1991-1992	5.9
1992-1993	7.3
1993-1994	6
1994-1995	3
1995-1996	6.4
1996-1997	7.3
1997-1998	8.9
1998-1999	9.8
1999-2000	9.1
2000-2001	7
2001-2004	7.3
2004-2005	6.6
2005-2006	5.3
2006-2007	5.3
2007-2008	6.2
2008-2009	6.6
2009-2010	4.7
2010-2011	5.8
2011-2012	4.9
2012-2013	4.8

*Source: www.rbi.gov.in*

The fiscal factors along with others such as industry deregulation and foreign trade proved beneficial for the industry to prosper and took the domestic investment to a domestic peak of 26.5% of GDP in 1995-1996. During the period 1999-2000 the growth was around 6% and it accelerated in 2000-2001. Inflation became moderate and the fiscal deficit was around 1% of GDP. Economy experienced private capital inflows because of the industrialisation. Short term external debts that accounted for 10% of the total debt in 1990-1991 and counted four times of the stock of external reserves came down to a level of around 4.4% of the total debt. The Indian economy has slowed down to around 5% for the fiscal year 2010-1011, which was 6.2 % of the previous fiscal year. In 2003 it was a far worse situation for Indian rupee had hit a low of as against the US dollar. The Indian government as a result control the outflow of money put a restriction on foreign investment for both corporates and individuals. India has recorded a GDP growth rate of 9.3% in 2010-2011, while in 2013 the GDP growth rate has been recorded as 4.8% in march 2013 which was almost half of what was experienced in 2010-2011.while the government being always optimistic forecasted a growth rate 6.1-6.7% for the year 2013-2014. Adding more to the worse condition fiscal deficit in 2013-2014 was 4.8% of the GDP that further worsens the situation for India.

### **Industrial growth and investment**

One of the most important impacts of the reforms is the industrial growth and development. The barriers that earlier caused hindrances to the industrial growth, were eliminated by the series of reforms. The prevailing industrial Licensing that proved to be epidemic for the industries was substantially abolished. Licensing was now meant for small list of industries and that too for the reason of environmental and pollution considerations. Monopolies and Restrictive trade practices (MRTP) act that allows large industrial houses to control over investment and

expansion was also eliminated. The list of industries reserved for the investment of the public sector has been trimmed and new areas have been opened up for more and more private sectors. Electric power generation has been opened up for private sectors state governments are now also negotiating with the private investors for setting the private power plants. Exploration of petroleum sector has also been given to the private sectors. Aviation industry which previously has the monopoly of the public sectors has been opened up for the private sectors. Tele-communication sectors has also been opened up to the private sectors in the fields of cellular telephones. Investment allowance of Rs 15 crore was allowed to the manufacturing companies who invest more than Rs 100 crore in plant and machinery during the year 2014-2015.

### **Foreign Investments**

The controls over the domestic investors have also been reduced. They are now allowed to directly communicate with the foreign investors. The unfriendly policy that was previously followed by the government was changed. the percentage of ownership allowed in term of equity to the foreign investors was restricted to 40% except in certain high technology areas and foreign investment was earlier discouraged in consumer goods sector unless it is accompanied by strong export Commitments. The reformed policy is very supportive in term of foreign investments. 51% of equity share is granted to the foreign investors to a large list of 34 countries. Various restrictions that were applied to the companies with foreign equity of 40% or more have been eliminated under the Foreign Exchange Regulation act and each and every company irrespective of the foreign alignment are treated alike. The corporate sectors are also in the list of beneficiaries of those reforms. Liberal approach towards the decentralisation of the power to the regional and the state offices made the decision making much faster and speed up the business. Entry of the multinational companies

increases the competition for the domestic Companies. As a result they are keen to raise their standards against the global benchmark. Easing of the policies helps the companies to get listed on the foreign exchanges, and opt for more acquisitions. The FII investments over the years are as given below:

<b>Financial year</b>	<b>Equity</b>	<b>Debt</b>	<b>Total</b>
1992-93	13	0	13
1993-94	5,127	0	5,127
1994-95	4,796	0	4,796
1995-96	6,942	0	6,942
1996-97	8,546	29	8,575
1997-98	5,267	691	5,958
1998-99	-717	-867	-1,584
1999-00	9,670	453	10,122
2000-01	10,207	-273	9,933
2001-02	8,072	690	8,763
2002-03	2,527	162	2,689
2003-04	39,960	5,805	45,765
2004-05	44,123	1,759	45,881
2005-06	48,801	-7,334	41,467
2006-07	25,236	5,605	30,840
2007-08	53,404	12,775	66,179
2008-09	-47,706	1,895	-45,811
2009-10	110,221	32,438	142,658
2010-11	110,121	36,317	146,438
2011-12	43,738	49,988	93,726
2012-13	140,033	28,334	168,367
2013-14**	33,311	-62,898	-29,587
<b>Total</b>	<b>661,692</b>	<b>105,569</b>	<b>767,257</b>

Source: SEBI

\*\* As on October 31, 2013

### **Reforms in trade and exchange rate policy**

Trade and exchange sectors are also not lagging behind from the impact of liberalisation. Keeping the policies for the final consumer goods intact, trade policy for all has undergone a substantial change. The complex trade regime

that was followed earlier has been reversed, and the imports of all kinds of raw materials and capital goods have been liberalised. Imports of capital goods have been limited to the subject of permission and against special import license which are only given to certain categories of exporters. Although there were restrictions on the import of consumer goods but for all sectors quantitative restrictions have been limited. This proceeded with lowering of the customs duties. The highest customs duty recorded was 200% in 1991, which has been lowered to 65% in 1994. Other custom duties have also been lowered from their peak points. Duties on capital goods have been lowered to 20%-40%.inspite of this reductions India's custom duties are still high and the government are positive to reduce this custom duties in order to be at with the other developing countries. Export subsidies were devalued and instead of that, export incentives were given to the exporters that allowed them to import items that were otherwise restricted . Those license are freely tradable and depending upon the market demand export incentives also can be earned. The adjustment to the new market condition took to cost cutting, improvement in the quality of the products and design. Increase in the capacity of the firms also took place in response to these reforms whose consequence is the increase in the exports and domestic market.

### **Taxation**

Tax reforms is also an important relevant part of the economic reforms in India. It includes both the direct and indirect taxes. The taxation reform committee recommended for simpler system of direct taxation with moderate rates and fewer exemptions. The Committee recommended for a rational domestic exercise taxes on industrial production with a change from imposing specific rates to ad valorem taxes. Substantial attempts have been made to lower the exercise duties. In the 1990's decade the central government's earnings through tax revenues declined from about 10% of GDP in 1991-1992 to 8.7% to what

was estimated in the budget. This was a consequence of the fact that the revenues generated from the state had declined to about 7.8% of GDP. Government had to resile to reduction in tariff rates. Income from the customs duties and the exercise duties were reduced from 7.5% of GDP to 5.7% of GDP in 1999-2000. The personal income- tax rates were also to be reduced. Till 2000-2001 budget sectors like agriculture, small scale industry and services are not fully integrated in to the taxation system. Land tax prevailed but virtually all agricultural incomes remain largely outside the consideration of taxation. Almost half of the governments' income collected through medium of taxation is spent on payments for public debts, defence outlays and transfers to the state governments. The scenario for the tax revenues of FY2013-2014 is different. The government proposed to make a tax reclaim of 11.9 per cent of tax GDP ratio. As achieved in 2007-2008. No alterations were made to the personal income tax as the government apprehended that even the slightest alterations in the tax level would throw hundreds of tax payers out of the tax criteria. Securitisation of tax is proposed to be exempted from income tax. Indirect taxes include 12% for exercise duty and service tax. And no change has been introduced on the 10 % rate of customs duty on non-agricultural products. But an considerable concession has been proposed for the Air-crafts repair, Maintenance and overhauling industries. Exercise duty put a relief to the ship building Industries but at the same time 18% has been imposed on cigars. The income tax rates for corporate s which used to be 51.75% for a public listed company and 57.55 for a closely held company have been reduced to 46% and this rates includes the 15% surcharge rates, without this surcharge rates the rates will be 40% which is just at par with tax on personal incomes.

### **Financial sector reforms**

This sector includes reallocation of the resources in the best possible way So that it can

be to the most efficient uses. Considering the banking sector reforms started based on the report on the financial system. The introduction of the high reserve requirements by the bank in terms of S LR(statutory liquidity ratio) or CRR (cash reserve ratio) has been made to support the Government borrowings . Further there is compulsion in making investment in the government securities by the banks, where the interest rates are market determined. Regulation of the interest rates has also been rationalised. Earlier what the RBI used to do was that it has kept different rates for different types of maturities and also different prescribed lending rates for different classes of borrowers but now this has been withdrawn and only single deposit rate has been made. Banking system has been made opened for competition and licenses to several new banks are been granted. Competition has also increased due to the branches of the foreign banks. The central bank of India RBI formulates all the rules and regulations of the banking system in India and it also help the other banks in recovering the debts from the default borrowers by special debt recovering tribunal. Although there was various measures taken to reform the capital market in India with the help of reforms in the banking sectors India's stock exchanges suffered due to lack of transparency in trade practices. For this reason SEBI (The Securities and Exchange Board Of India) has been established as a independent statutory authority for controlling and supervising and formulating the rules and regulation of trading practices of the brokers, underwriters, merchants bankers, mutual funds etc. Portfolio investment is another reform that has been introduced in the capital market. In this portfolio investment the investors are given the opportunity to become a part of the foreign market. Indian investors are allowed to access and operate in the foreign market by issuing equity in the foreign market via Global Depository Receipts. Capital inflow in to the Indian market has been allowed by granting foreign institutional investments. The

foreign investors manage the pension funds and to encourage this investors favourable tax treatments have been introduced by the governments. These Foreign Direct Investments and Foreign Institutional Investments gain their popularity when international fund managers are more keen to invest in the emerging economies and India has never disheartened them . on estimation it was found that in 1993-1994 the return from international equity issues was about \$2.5 billion while FII itself has invested about \$1.5 billion in the domestic markets.

## Conclusion

Some of the Reform initiatives taken by the government since 1991 brought the structural changes in the Indian economy. Though the global financial crisis destabilised the Indian economy as reflected through negative foreign flows, increased fiscal deficit, increased inflation, reduced tax-GDP ratio and adverse import export situation, but the Indian government is trying hard to come on track. A large number of reform initiatives taken by the government in the recent past have started delivering the results. The stricter import of gold, partial liberalisation of fuel pricing, set up of coal regulator and focus on increased public expenditure are a few reforms which will bring India back on high growth trajectory.

## References

Athukorala, P. C. (2009): "Outward Foreign Direct Investment from India , Asian Development Review, 26(2), pp. 131-159.

Balakrishnan, P. and M Parameswaran, "Understanding Economic Growth in India : A prerequisite". *Economic and Political Weekly*, 42 (27-28): 2915-22.

Balakrishnan, P and K Pushpangada (1998): "What Do we Know about Productivity Growth in Indian Industry?", *Economic and Political Weekly*, 33, pp. 2241-46.

Basant, R., (2000): "Corporate Response to Economic Reforms", *Economic and Political Weekly*, 35(10), pp. 813-822.

Birla, Kumar Mangalam, 1999, "Report of the Committee Appointed by the SEBI on Corporate Governance Under the Chairmanship of Shri Kumar Mangalam Birla."

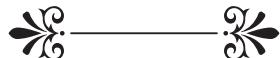
Kumar, N. (2008): "Internationalization of Indian Enterprises: Patterns, Strategies, Ownership Advantages, and Implications." *Asian Economic Policy Review*, 3(2), pp. 242–61.

Nagraj, R. (2003a): "Foreign Direct Investment in India in the 1990s: Trends and Issues," *Economic and Political Weekly*, 38(17), pp. 1701-1712.

Vijay Kelkar, Moving Ahead with Exchange Reforms,NSE WORKING PAPER, November 2011.

Economic Surveys, various issues, Government of India, Ministry of Finance.

Websites:  
[www.rbi.gov.in](http://www.rbi.gov.in)  
[www.sebi.gov.in](http://www.sebi.gov.in)  
[www.nseindia.com](http://www.nseindia.com)



# A Study of Sectoral Analysis of Retail Industry In India

**Dr. Rajeshwari Malik**

**Abstract-** Currently, India is the 5th largest retail market in the world. The market size in 2010 was estimated at US\$ 353 bn (Source: IBEF) and is expected to reach US\$ 543 bn by 2014. Retailing has played a major role the world over in increasing productivity across a wide range of consumer goods and services. In the developed countries, the organised retail industry accounts for almost 80% of the total retail trade. In contrast, in India organised retail trade accounts for merely 5% of the total retail trade. This highlights tremendous potential for retail sector growth in India. The sector can be broadly divided into two segments: Value retailing, which is typically a low margin-high volume business (primarily food and groceries) and Lifestyle retailing, a high margin-low volume business (apparel, footwear, etc). The sector is further divided into various categories, depending on the types of products offered. Food dominates market consumption followed by fashion. The relatively low contribution of other categories indicates opportunity for organised retail growth in these segments, especially with India being one of the world's youngest markets. Historically, Indians have been conservative spenders, thus food forms a huge chunk of India's consumption needs. Transition from traditional retail to organised retailing is taking place due to changing consumer expectations, demographic mix, etc. With the revival in consumer spending, expansion plans of retailers are back in full swing. The convenience of shopping with multiplicity of choice under one roof (Shop- in Shop), and the increase of mall culture etc. are factors appreciated by the new generation. These are expected to be the growth drivers of organised retailing in India. This paper is an attempt to study the current status of retail industry of India, and understand the opportunities and challenges faced by these sectors.

**Key Words:** Retail Industry, Value retailing, sectors, GDP, FDI, Hypermarkets

## Introduction

The India Retail Industry is the largest among all the industries, accounting for over 10 per cent of the country GDP and around 8 per cent of the employment. The Retail Industry in India has come forth as one of the most dynamic and fast paced industries with several players entering the market. The Indian retail industry is the fifth largest in the world. The Indian retail industry is divided into organized and unorganized sectors. Organized retailing refers to trading activities undertaken by licensed retailers, that is, those who are registered for sales tax, income tax, etc. These include the corporate-backed hypermarkets and retail chains, and also the privately owned large retail businesses. Unorganized retailing, on the other hand, refers to the traditional formats of low-cost retailing, for example, the local kirana shops, owner manned general stores, paan/beedi shops, convenience

stores, hand cart and pavement vendors, etc. India's retail sector with a three-year compounded annual growth rate of 46.64 percent retail is the fastest growing sector in the Indian economy. Traditional markets are making way for new formats such as departmental stores, hypermarkets, supermarkets and specialty stores. Western-style malls have begun appearing in metros and second-rung cities alike, introducing the Indian consumer to an unparalleled shopping experience.

The Indian retail sector is highly fragmented with 97 per cent of its business being run by the unorganized retailers like the traditional family run stores and corner stores. The organized retail however is at a very nascent stage though attempts are being made to increase its proportion to 9-10 per cent by the year 2010 bringing in a huge opportunity for prospective

new players. The sector is the largest source of employment after agriculture, and has deep penetration into rural India generating more than 10 per cent of India's GDP. Over the past few

years, the retail sales in India are hovering around 33-35 per cent of GDP as compared to around 20 per cent in the US. The table gives the picture of India's retail trade as compared to the

Retail Trade – India, US and China				
	Trade (US\$ billions)	Employment (%)	Shops (million)	Organized sector share (%)
India	180-394	7	12	2-3
China	360	12	2.7	20
US	3800	12.6-16	15.3	80

US and China.

Source: The Economist

International retailers see India as the last retailing frontier left as the China's retail sector is becoming saturated. However, the Indian Government restrictions on the FDI are creating ripples among the international players like Walmart, Tesco and many other retail giants struggling to enter Indian markets. As of now the Government has allowed only 51 per cent FDI in the sector to 'one-brand' shops like Nike, Reebok etc. However, other international players are taking alternative routes to enter the Indian retail market indirectly via strategic licensing agreement, franchisee agreement and cash and carry wholesale trading (since 100 per cent FDI is allowed in wholesale trading).

## Key Growth Drivers

The last few years witnessed immense growth by this sector, the key drivers being:

- changing consumer profile and demo graphics
- increase in the number of international brands available in the Indian market
- implications of the Government

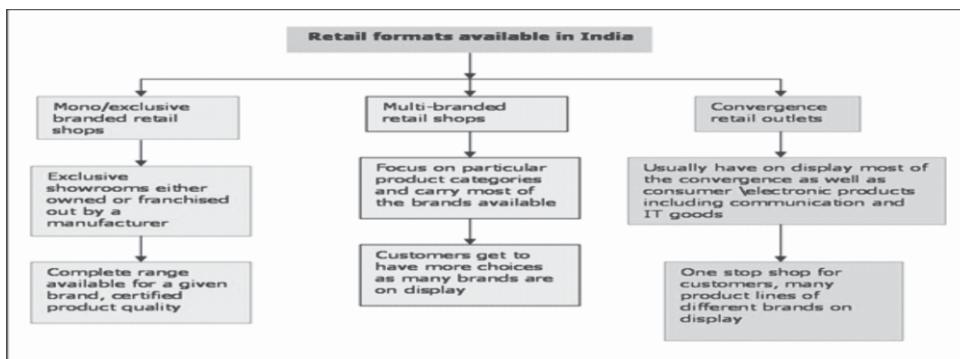
increasing urbanization,

- credit availability
- improvement in the infrastructure
- increasing investments in technology and
- real estate building a world class shopping environment for the consumers

In order to keep pace with the increasing demand, there has been a hectic activity in terms of entry of international labels, expansion plans, and focus on technology, operations and processes.

## Retailing Formats In India

Modern retailing has entered India in form of sprawling malls and huge complexes offering shopping, entertainment, leisure to the consumer as the retailers experiment with a variety of formats, from discount stores to supermarkets to hypermarkets to specialty chains. Traditionally, the small store (*kirana*) retailing has been one of the easiest ways to generate self-employment, as it requires minimum investments in terms of land, labour and capital. These stores are not affected by the modern retailing as it is still considered very convenient to shop. Some of the emerging retail formats have been discussed



FORMAT	DESCRIPTION	THE VALUE PROPOSITION
Branded Stores	Exclusive showrooms either owned or franchised out by a manufacturer	Complete range available for a given brand, certified product quality
Specialty Stores	Focus on a specific consumer need, carry most of the brands available	Greater choice to the consumer, comparison between brands is possible
Department Stores	Large stores having a wide variety of products, organized into different departments like clothing, house wares, furniture, toys, etc.	One stop shop catering to varied/consumer needs.
Supermarkets	Extremely large self-service retail outlets	One stop shop catering to varied consumer needs
Discount Stores	Stores offering discounts on the retail price through selling high volumes and reaping economies of scale	Low Prices
Hyper-mart	Larger than a supermarket, sometimes with a warehouse appearance, generally located in quieter parts of the city	Low prices, vast choice available including services such as cafeterias.
Convenience stores	Small self-service formats located in crowded urban areas.	Convenient location and extended operating hours.
Shopping Malls	An enclosure having different formats of in-store retailers, all under one roof.	Variety shops available to everyone.

### Types of Retail Sectors

Retailers differ from industrial companies in that they do not produce tangible products. They purchase merchandise from manufacturers in large quantities for resale to consumers at a profit. The domestic Retail Store industry is mature and highly competitive. Many retailers have been in business for the better part of a century and, thus, have had time to fully cover targeted markets. These companies must provide desirable products, while managing inventory and controlling costs, to succeed. From an investment perspective, the sector generally tracks the broader stock market, on average. Some retail stocks can be volatile, though, making them best suited for short-term accounts. However, there are a few well-established companies suitable for the conservative investors. Consumer spending typically accounts for some two-thirds of Gross Domestic Product. Therefore, GDP trends usually indicate the health of the retail sector. In addition, measures of Consumer Confidence help gauge consumer spending and savings rates, which also relate to the performance of retailers. In tough

times, consumers, having less disposable income, limit their outlays to necessary day-to-day items. Conversely, during strong economic periods, consumers are more willing to make big-ticket purchases. Observers should also keep watch on the Consumer Price Index. Most retailers resist absorbing higher wholesale prices, and attempt to pass on any increases to their customers. At a certain point, however, consumers will push back against price hikes, and retailers' sales and margins will then come under pressure. here are many types of retailers. Consumers can afford to be choosy about where they shop, and retailers often distinguish their offerings through promotional activity. What sets one retailer apart from another is the quality, quantity, price, and selection of products available. Full-line department stores offer moderately priced products across several merchandise categories-for example, home appliances, electronics, cookware, linens, and apparel. Specialty department stores depend more on apparel, accessories, and cosmetics. Upscale specialty department stores, marketing top American and European fashion designer

merchandise, charge a premium for their wares. Aside from department stores, industry observers will find discounters. Discounters sell a broad selection of everyday items, such as stationary, sporting goods, toys, hardware, and over-the-counter pharmaceuticals. As growth opportunities diminished, a number of discounters began offering groceries to gain business. Another type of company is the wholesale club. Wholesale clubs have a lineup similar to that of discounters, but what sets them apart is they sell products from warehouse-like centers in bulk packages, under no-frills, self service terms, and charge a membership fee. Membership fees make up a large portion of operating profit.

### **Food and grocery retail**

The food business in India is largely unorganized adding up to barely Rs.400 billion, with other large players adding another 50 per cent to that. The All India food consumption is close to Rs.9,000 billion, with the total urban consumption being around Rs.3,300 billion. This means that aggregate revenues of large food players is currently only 5 per cent of the total Indian market, and around 15-20 per cent of total urban food consumption. Most food is sold in the local 'wet' market, vendors, roadside push cart sellers or tiny kirana stores. According to McKinsey report, the share of an Indian household's spending on food is one of the highest in the world, with 48 per cent of income being spent on food and beverages.

### **Apparel retail**

The ready-mades and western outfits are growing at 40-45 per cent annually, as the market teams up with international brands and new entrants entering this segment creating an Rs.5 billion market for the premium grooming segment. The past few years has seen the sector aligning itself with global trends with retailing companies like Shoppers' stop and Crossroads entering the fray to entice the middle class. However, it is estimated that this segment would grow to Rs. 3 billion in the next three years.

### **Gems and Jewellery retail**

The gems and jewellery market is the key

emerging area, accounting for a high proportion of retail spends. India is the largest consumer of gold in the world with an estimated annual consumption of 1000 tonnes, considering actual imports and recycled gold. The market for jewellery is estimated as upwards of Rs. 650 billion.

### **Pharmaceutical retail**

The pharma retailing is estimated at about Rs. 300 billion, with 15 per cent of the 51 lakh retail stores in India being chemists. Pharma retailing will follow the trend of becoming more organised and corporatised as is seen in other retailing formats (food, apparel etc). A few corporates who have already forayed into this segment include Dr Morepen (with Lifespring and soon to be launched ), Medicine Shoppe, Apollo pharmacies, 98.4 from Global Healthline Pvt Ltd, and the recently launched CRS Health from SAK Industries. In the south, RPG group's Health & Glow is already in this category, though it is not a pure play pharma retailer but more in the health and beauty care business.

### **Music Retail**

The size of the Indian music industry, as per this Images-KSA Study, is estimated at Rs.11 billion of which about 36 percent is consumed by the pirated market and organized music retailing constitutes about 14 percent, equivalent to Rs.1.5 billion.

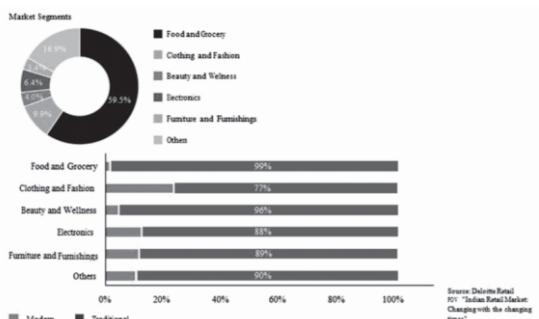
### **Book retail**

The book industry is estimated at over Rs. 30 billion out of which organized retail accounts for only 7 per cent (at Rs.2.10 billion). This segment is seen to be emerging with text and curriculum books accounting to about 50 per cent of the total sales. The gifting habit in India is catching on fast with books enjoying a significant share, thus expecting this sector to grow by 15 per cent annually.

### **Consumer durables retail**

The consumer durables market can be stratified into consumer electronics comprising of TV sets, audio systems, VCD players and others; and appliances like washing machines, microwave ovens, air conditioners (A/Cs). The

existing size of this sector stands at an estimated US\$ 4.5 Billion with organized retailing being at 5 per cent.



## **Major Players In India**

### **Pantaloons Retail**

Pantaloons Retail (India) Limited, is India's leading retail company with presence across multiple lines of businesses. The company owns and manages multiple retail formats that cater to a wide cross-section of the Indian society and is able to capture almost the entire consumption basket of the Indian consumer. Headquartered in Mumbai (Bombay), the company operates through 4 million square feet of retail space, has over 140 stores across 32 cities in India and employs over 14,000 people. Pantaloons Retail forayed into modern retail in 1997 with the launching of fashion retail chain, Pantaloons in Kolkata. In 2001, it launched Big Bazaar, a hypermarket chain that combines the look and feel of Indian bazaars, with aspects of modern retail, like choice, convenience and hygiene. The group's subsidiary companies include, Home Solutions Retail India Ltd, Pantaloons Industries Ltd, Galaxy Entertainment and Indus League Clothing. The group also has joint venture companies with a number of partners including French retailer Etam group, Lee Cooper, Manipal Healthcare, Talwalkar's, Gini & Jony and Liberty Shoes. Planet Retail, a group company owns the franchisee of international brands like Marks & Spencer, Debenhams, Next and Guess in India.

### **Lifestyle International**

Lifestyle International Holdings Ltd's principal activity is the operation of lifestyle department store and retail outlets. It focuses on high-end department store format. As of

December 31, 2005, Lifestyle International operated its retailing business through two brand names, SOGO and Jiuguang. The SOGO Department Stores consists of the Company's flagship department store, SOGO CWB, in Causeway Bay, Hong Kong, and the Tsimshatsui store, which features a slightly different format that targets younger group of customers. The Jiuguang Department Store, which is located in Shanghai, has a similar business format as that of the SOGO store. During the year ended December 31, 2005, it launched SOGO CLUB, a lifestyle service center. Some of the Company's subsidiaries include Asia Kinetic Limited, Congenial Company Limited, East lord Development Limited, Ever win Worldwide Limited and Fine Shine Limited.

### **RPG Retail**

RPG Enterprises is one of India's largest business conglomerates. Since its inception in 1979, RPG Enterprises has been one of the fastest growing groups in India with more than 20 companies operating successfully in 7 business sectors: Retail, IT & Communications, Entertainment, Power, Transmission, Tires and

Life Sciences. Spencer's retail is the largest supermarket chain in India. Spencer's retail offers the complete gamut of products & durables ranging from bread to bed covers; from toothpaste to television. Spencer's today is operating across 80 stores spread across 20 cities in the country with a retail trading area of more than half a million square feet, and rapidly growing. Spencer's Retail is located in various parts of India like Chennai, Hyderabad, Vizag, Bangalore, Mumbai, Aurangabad, Pune, Ghaziabad, Faridabad, Delhi, Cochin, Trivandrum and many more to come by this financial year.

### **Shopper's Stop**

The foundation of Shoppers' Stop was laid on October 27, 1991 by the K. Raheja Corp. group of companies. From its inception, Shoppers' Stop has progressed from being a single brand shop to becoming a Fashion & Lifestyle store for the family. Shoppers' Stop is the only retailer from India to become a member of the prestigious Intercontinental Group of Departmental Store (IGDS). The IGDS consists of 29 experienced

retailers from all over the world, which include established stores like Selfridges (England), Karstadt (Germany), Shanghai No.1(China), Matahar (Indonesia), Takashimaya (Japan), CK Tang (Singapore), Manor (Switzerland) and Lamcy Plaza (Dubai). This membership is restricted to one member organization per country/region.

### Trent (Tata)

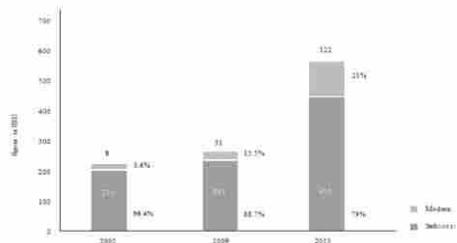
Trent (Tata) was established in 1998. Trent operates some of the nation's largest and fastest growing retail store chains. A beginning was made in 1998 with Westside, a lifestyle retail chain, which was followed up in 2004 with Star India Bazaar, a hypermarket with a large assortment of products at the lowest prices. In 2005, it acquired Landmark, India's largest book and music retailer.

### Vivek Ltd

Vivek Limited, is the largest Consumer Electronics & Home Appliances retail chain in India, with 14 world class showrooms in Chennai, Bangalore and Salem; covering a retail space area of over 1,00,000 sq. Ft. Vivek Ltd proposes to expand its operations in Karnataka and also open outlets in Andhra Pradesh. The company is working on a plan to open three retail outlets in Mysore, Hubli and Mangalore in Karnataka and in Hyderabad, Vijayawada and Visakhapatnam in Andhra Pradesh. Viveks currently has 22 showrooms in 5 cities.

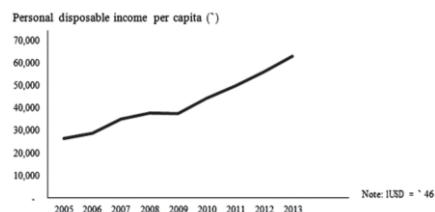
### Growth Scenerio

The Indian retail market currently stands at USD 396 billion and is likely to grow further at 12% to increase to USD 574 billion by 2015. This sector is the second largest employer after agriculture, employing more than 35 million people with wholesale trade generating an additional employment to 5.50 million more. The growing disposable income in the country is resulting in increasing consumer spending habits.



Source: Deloitte Retail POV "Indian Retail Report Changing with the changing times"; IBEF report

The total retail spending is estimated to double in the next five years. Of this, organized retail--currently growing at a CAGR of 22%--is estimated to be 21% of total retail expenditure. The food and grocery segment is the highest contributor to the retail sector with maximum contribution coming from traditional retailing, while penetration of modern retail is highest in the clothing and fashion segment, at 23% of the growth.



Source: Deloitte report—"Indian Retail Market Embracing a new trajectory"

### Current Fdi Policy

Growing liberalization of the FDI policy in the past decade has been one of the key factors for transforming India from a closed economy into one of the favored destinations for foreign investments. The FDI policy governs and regulates the entire inflow of foreign investments into the country. The current FDI cap across various sectors in retail is as follows:

FDI policy in retail (August 2011)		
Sector/Activity	FDI Cap	Entry route
Wholesale cash and carry trading	100%	Automatic
Single brand product retailing	51%	Foreign Investment Promotion Board (FIPB)
Multi-brand, front end retail		Currently not allowed

*Immense liberalization of the FDI policy in the past decade has been one of the key factors for transforming India from a closed economy into one of the favored destinations for foreign investments.*

Some of the conditions currently being contemplated by the government for investment are:

- Permission from respective State governments would be necessary to open new stores
- Minimum limit of USD100 million (about Rs. 450-460 Cr) for FDI in multi-brand retail
- Half of the total investment must be allotted for the back-end infrastructure like cold storage, soil testing labs and seed farming
- 30% manufactured products should be sourced from small and medium enterprises (SMEs).
- FDI is likely to be permitted only in the six big metros of Delhi, Mumbai, Kolkata, Chennai, Bengaluru and Hyderabad. Nevertheless, the Committee of Secretaries is yet to release a Cabinet note for the proposed policy; hence, there could be some additional changes to it.

## Implications of proposed policy

The proposed FDI policy for multi-brand retail has many restrictions/conditions, which are likely to raise some concerns from the investors. Some issues that investors need to consider are:

Requirement of State permission	<ul style="list-style-type: none"> <li>- Identifying states for FDI investment</li> <li>- Any additional State conditions for allowing/approving FDI's</li> </ul>
Minimum FDI of ~450Cr and maximum stake of 51%	<ul style="list-style-type: none"> <li>- Availability of Indian partner/s to enter into joint ventures</li> <li>- Willingness of Indian partner/s to invest at least ~432Cr</li> </ul>
Half of the total investment must be in the back-end infrastructure	<ul style="list-style-type: none"> <li>- Which area of back-end should be prioritized for investment first should be allotted for the back-end</li> <li>- Return on investment made in back-end infrastructure</li> </ul>
30% manufactured products should be sourced from SMEs	<ul style="list-style-type: none"> <li>- Margins and quality of products sourced from SMEs</li> <li>- Reactions of consumers for products from SMEs</li> </ul>
FDI is likely to be permitted only in the six big metros	<ul style="list-style-type: none"> <li>- Current competition landscape in the six metros</li> <li>- Availability and price/rentals of prime locations for multi-brand retail outlets in the six metros</li> </ul>

## Opportunities And Challenges

### Investment Opportunities in the Retail Sector

AT Kearney's study on global retailing trends found that India is the least competitive as well as least saturated of all major global markets. This

implies that there are significantly low entry barriers for players trying to setup base in India, in terms of the competitive landscape. The report further stated that global retailers such as Wal-Mart, Carrefour, Tesco and Casino would take advantage of the more favorable FDI rules that are likely in India and enter the country through partnerships with local retailers. A good talent pool, unlimited opportunities, huge markets and availability of quality raw materials at cheaper costs is expected to make India overtake the world's best retail economies by 2042, according to industry players.

The retail industry in India, according to experts, will be a major employment generator in the future. Currently, the market share of organised modern retail is just over 4 per cent of the total retail industry, thereby leaving a huge untapped opportunity. The sector is expected to see an investment of over \$30 billion within the next 4-5 years, catapulting modern retail in the country to \$175-200 billion by 2016, according to Technopak estimates. On the total organised retail market of Rs 550 billion, the business of fashion accounts for Rs 300.80 billion, which translates in to nearly 55 per cent of the organised retail segment in the country. Total fashion sector was estimated at Rs 1,914 billion and forms about 15 percent of the country's retail market of Rs 12,000 billion.

Few highlights of the opportunities available under various segments are:

Food and Grocery Retail	<ul style="list-style-type: none"> <li>- Indian household spending on food is one of the highest in the world with 48% of income spent on food and grocery</li> <li>- With growing urbanisation and consumerism and acceptance to modern retail</li> </ul>
Apparel Retail	<ul style="list-style-type: none"> <li>- Demand for readymade and western outfits is growing at 40-45% annually</li> <li>- Critical success factors are to deliver affordable and accessible fashion, provide value-added services to sustain consumers</li> </ul>
Beauty and Wellness	<ul style="list-style-type: none"> <li>- Pharmacy retailing in India is largely dominated by traditional/local chemists</li> <li>- Modern retailer is increasingly moving from pure-play pharma to health and beauty care</li> </ul>
Consumer Durable	<ul style="list-style-type: none"> <li>- Current market size of consumer durables is USD 6.5 billion and is estimated to grow at a CAGR of 18%</li> <li>- Consumer durable market consist of consumer appliances and consumer</li> </ul>
Furniture and Furnishings	<ul style="list-style-type: none"> <li>- This category has recently witnessed modern retailers setting up home furnishing sections in hypermarkets or start-up specialty stores</li> <li>- This category faces stiff competition from small traditional retailers as well as individual carpenters/furnishers</li> </ul>

### Challenges in Retailing

- The industry is facing a severe shortage of talented professionals, especially at the middle-management level.
- Most Indian retail players are under serious pressure to make their supply chains more

efficient in order to deliver the levels of quality and service that consumers are demanding. Long intermediation chains would increase the costs by 15 per cent.

- Lack of adequate infrastructure with respect to roads, electricity, cold chains and ports has further led to the impediment of a pan-India network of suppliers. Due to these constraints, retail chains have to resort to multiple vendors for their requirements, thereby, raising costs and prices.
- The available talent pool does not back retail sector as the sector has only recently emerged from its nascent phase. Further, retailing is yet to become a preferred career option for most of India's educated class that has chosen sectors like IT, BPO and financial services.
- Even though the Government is attempting to implement a uniform value-added tax across states, the system is currently plagued with differential tax rates for various states leading to increased costs and complexities in establishing an effective distribution network.
- Stringent labor laws govern the number of hours worked and minimum wages to be paid leading to limited flexibility of operations and employment of part-time employees. Further, multiple clearances are required by the same company for opening new outlets adding to the costs incurred and time taken to expand presence in the country.
- The retail sector does not have 'industry' status yet making it difficult for retailers to raise finance from banks to fund their expansion plans.
- Government restrictions on the FDI are leading to an absence of foreign players resulting into limited exposure to best practices.
- Non-availability of Government land and

zonal restrictions has made it difficult to find a good real estate in terms of location and size. Also lack of clear ownership titles and high stamp duty has resulted in disorganized nature of transactions.

## Conclusion

Indian retail market is in its nascent stage - unorganized players control the market. Organized retail in India is expected to be 9 per cent of total retail market by 2015 and 20 per cent by 2020. With a score of 63, India ranks fourth among the surveyed 30 countries in terms of global retail development. India's strong growth fundamentals along with increased urbanization and consumerism opened immense scope for retail expansion for foreign players. Favorable demographic conditions and higher per capita disposable income of young population boosts demand for retail in India. Consumers in India are spending more money on non food purchases. They are becoming more brand conscious. In the Global Apparel Index survey, India was ranked sixth after China, Russia and three Middle East nations. India ranks fourth in the 2011 Global Retail Development Index, after Brazil, Uruguay and Chile. FDI up to 51 per cent allowed under the automatic route in select priority sectors AND up to 100 per cent allowed under the automatic route in Cash & Carry (wholesale) and up to 51 per cent allowed with prior government approval in single-brand retail. Retail real estate is an attractive opportunity, currently attracting 29 per cent of the total investment. Retail companies specially FMCG are expected to tap the rural segment as key driver of growth as it constitutes over 33 per cent of FMCG consumer base in India. Private label strategy is likely to play a dominant role as its share in the US and the UK markets is 19 per cent and 39 per cent, respectively while its share in India is just 6 per cent. India's price competitiveness attracts large retail players to use it as a sourcing base. Global retailers such as Wal-Mart, GAP, Tesco and JC Penney are increasing their sourcing from India and are moving from third-party buying offices to establishing their own wholly-owned/wholly-managed sourcing and buying offices in India.

## **References**

"Retailing in India Unshackling the chain stores".  
The Economist. 29 May 2008.

Agarwal, Vibhuti; Bahree, Megha (7 December 2011). "India puts retail reforms on hold". The Wall Street Journal.

Sharma, Amol; Sahu, Prasanta (11 January 2012). "India Lifts Some Limits on Foreign Retailers". The Wall Street Journal.

"Department of Industrial Policy & Promotion (FC-I Section), Press Note No.5 (2012 Series) - multi-brand retail". Ministry of Commerce & Industry, Government of India. 20 September 2012.

"India government puts foreign supermarkets "on pause"". Reuters. 4 December 2011.

"India to put foreign supermarket plan on hold". The Financial Times. 3 December 2011.

"FDI in retail: Is it another nuclear deal moment?". The Economic Times. 4 December 2011.

"A good retail decision badly sold". India Today. 3 December 2011.

"Singh criticism mounts after retail U-turn". The Financial Times. 4 December 2011.

"FDI in retail: Corporate honchos call protests on false drama". The Economic Times. 4 December 2011.

Bahree, Megha (6 December 2011). "India Parliament Expected to Suspend Key Retail Proposal". The Wall Street Journal.

Thursday, Feb 28, 2013. "Walmart warehouse sealed in Chennai". Deccan Chronicle. Retrieved 2013-02-28.

"Government of India, Ministry of Commerce & Industry, Department of Industrial Policy & Promotion, Press Note No.1 (2012 Series)". 11 January 2012.

"MIND THE GAP". Calcutta, India: The Telegraph. 1 December 2011.

# **Unreal World, Real Fears : Social networking sites making kids dumb?**

**Ms. Shruti Goel**

**Abstract-** *Delhi High court "Worried" that children can be exploited through social networking sites, and asked Facebook and Google to submit within four weeks suggestions on safety measures for online usage of such sites by minors in India. A bench of justices B D Ahmed and Vibhu Bakhrus voiced concern about Indian children entering into agreement with Facebook and other social networking sites and then being lured knowingly and unknowingly into illegality by adults. In view of this the study consisted that how the kids were addicted by facebook and with help of this social site they were dump in houses.*

**Key Words:** Social networking, Facebook

## **Introduction**

Online social networks are currently a major way through which individuals interact on the Internet Technologies, such as computers and the Internet, have become enmeshed in young people's lives. A preliminary search on the Psych INFO database for English-language articles published in the past 12 months on youth and computers yielded 212 works. Hooked onto the virtual world, today's kids are living in a cyberspace of their own that is far removed from the ground reality. Masters of their own networks into which the elder generation is often unwelcome, the children have turned addicts of social networking sites – Facebook, for one. Thus busy, the children have little or no time for parents, friends, relative and the society in general.



Technology in moderation gives them an advantage. But many parents and psychologists

worry that instead of being a positive, addiction to networking sites and gaming zones are doing more harm than good to children. School authorities are worried over the overpowering influence of the social networking sites and the ever addictive games have on the children, who slide from being a potential achiever to a problem case.

**History of Facebook and Users in India :-** Facebook, Inc. is an American multinational Internet corporation which runs the social networking website Facebook. After having been privately owned by Mark Zuckerberg and other founders, and the shared ownership having been contested in the meanwhile, Facebook eventually filed for an initial public offering on February 1, 2012, and was headquartered in Menlo Park, California.[1] Facebook Inc. began selling stock to the public and trading on the NASDAQ on May 18, 2012.

Smart enough to understand technology and fast enough to master it, the children become net freaks in no time and the transition is so smooth and quick that it is hardly noticeable. Once addicted, very difficult to kick up the facebook or gaming habits, teachers and parents lament. How can they when they have greater, easier access to net on computers, tablets, phones and now sites which do not need live internet connection to operate (Rajinikanth

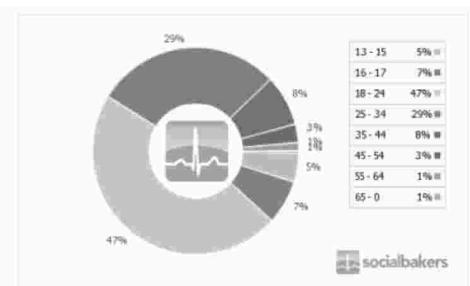
site).

One of the most worrisome negative impact the new media is that it has taken over the generation that cannot live without it – and is becoming slowly out of sync with the real world, real people, real society. Facebook addicts have great difficulty in carrying out one to one conversation even with own friends and feel more at home ‘chatting’ on FB window.

What this Paper tries to find out the reasons for which children are using the social networking sites these days. Further paper tries to do is to dig deep into this most recent malice and analyse how it was affecting the children – and the resultant impact on the thinking process through the survey method. And ultimately how these are dragging them from real world to virtual world. Psychologists and sociologists are for counselling and therapy that would bring about a change in the mindset of the children to help them take advantage of the technology and not become a victim of it.

### **Age and Gender Distribution In India**

Facebook has been growing in India at a blazing speed and has become THE platform for any social media marketer. Facebook added around 1.9Mn users in past 30 days to reach a total of 28.5Mn users. This is approximately equal to 2.4% of India's population and 35% of total online population of India. India stands at number 5 in terms total userbase for Facebook, after US, Indonesia, UK and Turkey. With the current growth rate India, would be at #3 within the next 3-4 weeks. The demography of Indian Facebook users is pretty much a reflection of web users overall. About 29% of the users are female. 47% users are between 18-24 yrs of age and another 30% between 25-34yrs.



### **Facebook India Age Distribution**

1. 28.5 Mn Users. Growing at 7% monthly.
2. Reaches 35% of online population
3. 47% users between 18-24yrs.
4. MTV India has largest fanbase followed by Tata Docomo.

### **Risks of Youth Using Social Media**

Using social media becomes a risk to adolescents more often than most adults realize. Most risks fall into the following categories: peer-to-peer; inappropriate content; lack of understanding of online privacy issues; and outside influences of third-party advertising groups.

cyberbullying is deliberately using digital media to communicate false, embarrassing, or hostile information about another person. It is the most common online risk for all teens and is a peer-to-peer risk.

Although “online harassment” is often used interchangeably with the term “cyberbullying,” it is actually a different entity. Current data suggest that online harassment is not as common as offline harassment, and participation in social networking sites does not put most children at risk of online harassment. On the other hand, cyberbullying is quite common, can occur to any young person online, and can cause profound psychosocial outcomes including depression, anxiety, severe isolation, and, tragically, suicide.

### **Sexting**

Sexting can be defined as “sending, receiving, or forwarding sexually explicit messages, photographs, or images via cell phone, computer, or other digital devices.” Many of these images become distributed rapidly via cell phones or the Internet. This phenomenon does occur among the teen population; a recent survey revealed that 20% of teens have sent or posted nude or seminude photographs or videos of themselves.

### **Facebook Depression**

A New phenomenon called “Facebook

depression," is notices in some of the students. It is defined as depression that develops when preteens and teens spend a great deal of time on social media sites, such as Facebook, and then begin to exhibit classic symptoms of depression.<sup>22,-27</sup> Acceptance by and contact with peers is an important element of adolescent life. The intensity of the online world is thought to be a factor that may trigger depression in some adolescents.

The researchers have following hypothesis for the research :- the researchers were going to research through questionnaires, and some places by interviews. To carry this research researcher did survey of 100 school children of best schools in delhi like springdales. DPS of age group 9yrs to 20 14yrs and also interviewed school principals, psychologists, and parents to know their view.

### **The hypothesis for the study is as follows—**

1. Students using Face book or social networking sites were addicted with daily using these sites around 10 to 12 hours.
2. These students were dragging away from real social world.
3. Extra use of facebook and social sites creates non value of our culture.
4. Use of Face Book and Social Networking sites is more for the purpose of fun and friendship not for the development.
5. Because of these sites kids/children's were dumping in houses. With these hypothesis researchers were done survey and conclude as hypothesis were correct.

### **Conclusion**

After discussions, questionnaires, and interviews some of the facts were found. Top reasons for joining Facebook are to keep in touch with friends and for fun. Facebook is the most popular networking social site today due to various applications, games, several functions etc. children like to upload their pictures, videos, post links, comments, and know what is happening in their friend's life.

Facebook is a social utility that connects people with friends but somehow it is disconnecting children from real society. At present age the kids or children's are no more interested to attend family functions, parties etc. due to busy in social

networking sites. They think that family functions means they are just waste of time and boring events for them. Everyone chants just one mantra- "mom, what are we going to do there, you and dad go and attend uncle's party, we will stay at home and take care of home" !!!!! Next thing which observed is the shift of games from outdoor activities to indoor games, especially online and Facebook games. Gone are the days when children used to play badminton, cricket, football etc in the park. Today, the games which are discussed among children have changed. These are no new sports but computer games like Farmville, cityville which have caught the fancy of children today. social networking sites not hampers the overall growth of a child but also affects their health. Besides this, no physical activity results in obesity, back pain, headache, depression, frequent mood swings etc. All these factors can be ghastly in the long run if not taken care of an early stage. According to psychologist Mr. Vineet kumar, children are facing from actual psychological conditions like Facebook Addiction Disorder(FAD)On asking in a survey, 98% children said that as they first open the internet, the first thing they type is www. Facebook.com. even during the exam times, 89% students login to Facebook for at least 20mintutes. This Facebook addiction increases the distraction level and reduces the attention span among children. It has been found that because of the excessive use of social networking sites, these days children are becoming self centered, which is affecting their personal relationships with parents and family. Around 72% children don't spend more than 2hours with their parents and this way parents feel left out and children enjoy in their virtual world of mere online friends. Today we need to accept the fact that "unreal world" has become the reality in our children's life. They can't be kept away from the Social networking sites. Young minds that have potential to shape the fortunes of the world are now trapped in the net of Facebook. It is the time children need to be saved by the time they become totally addict. For this, as a parent a liberal scrutiny would definitely be a good option rather strictly boycotting the children from these websites. With the growing trend of technology and gadgets, networking is unavoidable to a great

extent. On one hand, where we are evaluating how children are losing their social etiquettes And their behaviour has become weird but on the other hand, kids have become smarter. Technology and these websites have made them aware about the global world in a way that bookish knowledge even can't make children aware. As it is rightly said, "Fear of fire doesn't mean staying away in aloof forever", thus, children must be shown right way to use these social networking sites as an informative tool and not just leisure and playing tool.

## References

June Ahn, 2011a. "The effect of social network sites on adolescents' academic and social development: Current theories and

controversies," Journal of the American Society for Information Science & Technology, volume 62,

<http://www.facebook.com/press/info.php?statistics#!/press/info.php?statistics>

Eszter Hargittai and Amanda Hinnant, 2008. "Digital inequality: Differences in young adults' use of the Internet," Communication Research,

James Coleman, 1990. Foundations of social theory. Cambridge, Mass.: Belknap Press of Harvard University Press

A social network caught in the Web Lada Adamic, Orkut Buyukkokten, Eytan Adar

# **Study to see the Impact of Marketing Mix elements on Consumer Buying Brand Preference for Sports Utility Vehicles (SUVs) in New Delhi**

**Sangeeta Gupta**

**Abstract-** *The Automobile segment in India particularly Sports utility Vehicle (SUVS) segment witnessed many changes since its inception with the entry of foreign manufacturers. The manufacturers of SUVs have captured the grip on the hearts of Indian consumers due to their high technology and trendy looks. Though the hatchbacks have a greater dominance in the Indian market, but future may unfold in favour of SUVs as potential customers of sedans moving over to buy the SUV's. However, with multiple choices available, a Indian car consumer has shown a immense change in car purchasing behaviour. Hence it is essential for the marketers to plan their marketing mix keeping pace with customer tilted orientation. This paper attempts to study the effect of marketing mix on car purchasing preference pertaining to the brand preference. Also investigates the underlying buying motives of SUVs car buying consumers. The study is conducted using a convenience sampling technique. A total of 180 respondents were included among which 164 met the target group criteria set for the study. The data collection was made through direct interaction and customer intercepts survey using printed questionnaires. Descriptive Analysis was used to transform data into understandable format .The factor analysis was used to understand the marketing mix influence and percentage analysis was used to analyse underlying buying motives of car consumers .The result indicate a strong relationship between product features, price and brand preference. Also the emotional buying motive plays a vital loyal behind any purchase that is brand loyalty.*

**Key Words:** Consumer SUVs preferences, Marketing Mix elements, Underlying Buying motives, Sports Utility Vehicle (SUVs)

## **Introduction**

With the advent of consumerism in India, the customers have various alternatives which have increased the customers bargaining power. Customer satisfaction is the key for any business to reach the heights of success as it is believed to be the vital determinant of the customer vulnerability and plays a crucial role in the transition of satisfaction into loyalty. Moreover, customer satisfaction is considered to be one of the tools to acquire competitive advantage and Influence Company's profit earning ability. In the evolving marketplace, several strategies are being adopted by the companies to attract and retain customers.

Marketing mix is that magical tool which is used by the companies to remain in global competitive environment. Marketing mix refers to the four major areas of decision making (4P's) in the marketing process which are blended and mixed to reach the desired goals of the company by

aligning it with the goal of satisfying the needs and wants of customers. It is the set of controllable and tactical marketing tools of product, price, place and promotion (4P's) these are the variables that marketing manager's command in order to best satisfy customers' needs (Shankar and Chin, 2011). For any business to be successful in today's increasingly competitive marketplace, it must provide a quality product that satisfies customer needs, offer affordable price, and provide wider distribution and complement it up with brilliant promotional strategy.

## **The Automobile Industry of India: A Brief Profile**

The equation of the Indian automobile industry has changed drastically over a period of time specially the utility vehicles segment. Auto makers have taken help of various programs to

attract buyers' attention, including introducing new models or upgrades of existing models. Several of them have cut prices of their cars, while offering customized financing schemes. Amongst the major players Mahindra & Mahindra, Tata have neck to neck competition with Mahindra Scorpio & Tata Safari. Amongst the foreign players who entered Indian automobile industry it is just Toyota who had a felt impact in the SUV segment with hot selling models like Innova & Fortuner. While other players like Hyundai Motors India limited, Maruti Suzuki, Ford, Mitsubishi are not able to grab substantial market share. Since the launch of Scorpio it is Mahindra who dominates the SUV segment .Mahindra XUV 500 which is developed indigenously by M&M again turn out to be a success because of the customer loyalty towards Scorpio as a brand. The automobile industry in India happens to be the ninth largest in the world. Following Japan, South Korea and Thailand, in 2009, India has come as the fourth largest exporter of automobiles. The domestic sales trend in auto industry reveals a growth in every segment in the period 2010-11 over 2009-10.

*Automobile market is considered to be one of the highly flourished and volatile Industry especially SUVS segment* Utility vehicles are rapidly capturing the market due to its multifarious use. Utility vehicles are found in two kinds: - Sport Utility Vehicle or Sports Utility Vehicles (SUV) and Multi Utility Vehicles (MUV). SUV in India has a large market base, and the demand is growing drastically in double digit with time.

As per the finance ministry classification, SUVs are defined as vehicles that have an engine capacity of over 1500cc, are over four metres in length and have a ground clearance of 170 mm. Vehicles meeting all three conditions are classified as SUVs .(Economic Times ,March 2013) .Sports Utility Vehicle (SUVs) inspite of their giant size, are considered to be very powerful, safe and economical. Contrary to the historical belief of customers about SUVs as having a vibrating engine and jumpy ride or super-exorbitant prices the mindset has changed and sale is picking. With SUVs now available at

low price of Rs 6 lakh, the demand is supported by even middle segment. SUVs as a category have performed well in the last one year. As per SIAM (Society of Indian Automotive Manufacturers) data, car sales fell 1.8% during April 2012 to January 2013 to about 1.56 million units; while sales of SUVs surged 57% to 451,935 times

SUV is a multi use vehicle, used to accommodate many passengers in one vehicle and that is the reason of its preference over other vehicles while going on a long fun filled family or friends trip. Go through any sport utility review, and it will say the road performance and mileage of a sport utility wagon or a sport utility trailer is surely one the best amongst all vehicle categories. As per the SUVs reviews, the all time best sport utility vehicles of India are Tata Safari, Mahindra Scorpio, Maruti Suzuki Grand Vitara, Chevrolet Captiva, Ford Endeavour, and Mitsubishi Outlander. Porsche Cayenne, Mitsubishi Pajero, Honda CR-V, and Audi Q7 are few of the versatile new SUV vehicles that are also strongly favoured by Indian car lovers. (Economic Times, March 8, 2013)

It is always a question in the mind of consumers as why to choose SUVs over sedans? The reasons are very obvious and

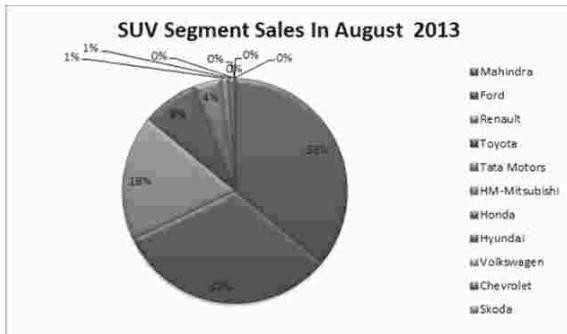
common for buyers all over the world: such vehicles are rugged, have machismo, have a four-wheel drive, which make them perfect for off-road driving, are perceived to be safe, and are spacious enough to fit in the entire family, an SUV is one way to zip ahead of the Joneses and the neighbours.(Economic Times,16 Sep 2013)

#### **Reasons of flourishing of SUVs market**

- Emerging Indian economy
- Decreased price of diesel as compare to petrol
- Lucrative financing options
- Life style change of consumers
- Dream to achieve
- Increase in disposable income
- Status demand
- Brand conscious
- Trendy looks
- High performance and powerful engine
- Low production cost due to localized

manufacturing.

**Figure 1: Sales figure showing various brand of SUVs (Aug. 13)**



Several product decisions have to be made which in turn makes a impact on other variables of the marketing mix. For example – If one wish to launch a car of highest quality. Thus the pricing, promotions and placing would have to be altered accordingly. But as long as one doesn't know the product, other variable of the marketing mix cannot be decided. But, if the product features are not adjusting in the marketing mix, one can alter the product to make a place for itself in the marketing mix.(4Ps business & Marketing)

### Literature Review

As per studies conducted by Dr. Vinit Dani & Mrs. Vanishree Pabalkar , title “Drivers of brand preference in SUV car segments in India” they investigated the attributes affecting brand preference using Kano's model and highlighted the importance of differentiating product features in terms of Threshold, Performance and Excitement features like antilock brakes, anti skid system, roll stability control, four wheel drive, side impact certains etc.

As per studies by Dr.M.Prasanna Mohan Raj, Jishnu Sasikumar and S.Sriram, title “A study on customers brand preference in SUVS and MUVS: Effect of Marketing mix variables” they investigated the influencing brand preference of economy segment SUVs and MUVS in the economy segment of SUVs and MUVS.,

credibility of information and associated emotions with brands. They highlighted the preference of a brand is effected by six factors namely product reliability, monetary factor, trendy appeal, frequency of non-price promotions offered, trustworthiness and customer feeling or association towards brand.

As per Tudor Edu, Iliuta Costel Negricea, Cristina Popa, title ”Buying and non-buying motives for Citroen cars: an approach from the perspective of the Romanian dealerships .The brand is popular for its technology and fine touches and. On the other hand, the downsides are the high purchase price and maintenance costs, the perception that the French cars are less reliable and, probably connected to that, the low interest in Citroen second hand cars.

As per Chua, W. Y., Lee, A and Sadeque, S (2010), “Why Do People Buy Hybrid Cars?”, Individuals consider facts and emotions while weighing car alternatives. Technical specifications, size, purchase price, maintenance costs, aesthetics, image, social influences and environmental reasons (Griskevicius et al., 2010; Chua, Lee and Sadeque, 2010) are the factors which attracts serious scrutiny in the purchasing-decision process.

Li and Houston (1999) employed a sample of 1200 consumers in Taiwan to determine factors underlying preference of market innovations. Price level, product variety and marketing communications factors were identified as promoters of brand preference.

### Research Objectives

The objectives of this research are

1. To study the influence of marketing mix elements on consumer buying brand preference of SUV (Sports Utility Vehicle) segment.
2. To investigate the underlying motives of consumer buying a specific brand towards SUVs

## Conceptual Framework



## Research Methodology

On the basis of definitions in the secondary data (literature), factors were identified that can be affected by marketing mix elements and generated a pool of sample measures. Items were measured on a 5-point Likert scale, of 1-5 (1=Strongly disagree, 2=Agree, 3=Neutral, 4=Agree, 5=Strongly agree). More specifically, samples were chosen from the consumers who meet the criteria i.e the last car purchased should be an SUV or of the cost above 6 lakh rupees within the last two years and the last vehicle purchased should not be a 2-wheeler or a second hand car. The descriptive analysis was used and the sampling method used was convenience sampling. The respondents were chosen from nearby malls of New Delhi. Out of 180 respondents only 164 respondents met the target criteria. A structured questionnaire was prepared to record the responses from the respondents. First section of the questionnaire was to collect the demographic profile of the respondents. Second section deals with the marketing mix variables and the third section was designed to record data about underlying buying motives. Factor analysis was performed to identify the influencing marketing mix elements and percentage analysis was used to find out underlying buying motives.

**Percentage Analysis Method:** Simple percentage analysis method refers to special kind of ratio. With the help of absolute figures, it will be difficult to interpret any meaning from the collected data, but when

percentages are found out, and then it becomes easy to find the relative difference between two or more attributes. Percentage = No. of Respondents/Total No. of Respondents x 100

## Data Analysis & Interpretation

### Reliability Coefficient

Reliability coefficient is tested using Cronbach's alpha ( $\alpha$ ) analysis. In order to measure the reliability for a set of two or more constructs, Cronbach alpha is a commonly used method where alpha coefficient values range between 0 and 1 with higher values indicating higher reliability among the indicators (Hair, et al., 1992). It is carried out in order to remove any cross-loading of items that were present in the questionnaires, with the objective of ensuring the internal consistency of the questionnaire. The results of the two tests are assembled and presented in table 1.

### Factor Analysis

The data collected through questionnaire was analysed, using SPSS 19.0 and the factor analysis was carried out to reduce the density of the total questionnaire, on top of minimizing the occurrence of shared variance of measured variables used and to summarise 20 variables into smaller sets of linear composites that preserved most of the information in the original data set. The data was subjected to the Principal Component Analysis, a method categorised under the broad area of factor analysis 20 variables were reduced to 2 principal components through Varimax rotation. The items with loadings of 0.40 or higher were clustered together to form separate constructs, as proposed by Hair, et al. (2006). The factors with Eigen values greater than one were considered to be significant. With regard to the pre-analysis testing for the suitability of the entire sample for the factor analysis, the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy was found to be 0.938 and the Bartlett's test of sphericity 8270.969,

significant at  $p < 0.001$ . Thus the sample was suitable for the factor analysis. (Hair, et al. 2006). The chi square test statistics of 8270.969 and p-value 0.000 implied that variables were correlated with each other. (G.P. Dang & Amit Adlakha).

Table 1: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.938
Bartlett's Test of Sphericity	Approx. Chi-Square	8270.969
	Degree of Freedom	190
	Significance	0.000

## Findings & Interpretations

The questionnaire was used to collect data on demographic profile of the respondents as shown in Table 2. The data on demographic features are important in designing a marketing strategy pertaining to marketing mix.

Table 2 : Demographic Profile of Respondents

S.No	Demographic Variables	Respondents	
		Num ber	%
<b>Gender</b>			
1	Male	110	67.07
	Female	54	32.92
<b>Age (Yrs)</b>			
2	Below 25	39	23.78
	26-35	88	53.65
	Above 45	37	22.56
<b>Marital Status</b>			
3	Married	85	51.82
	Unmarried	79	48.17
<b>Education</b>			
4	Graduation	45	27.43
	Post Graduation	74	45.12
	Others	45	27.43
<b>Employment Status</b>			
5	Self-employed	77	46.95
	Professionals	49	29.87
	Others	38	23.17
<b>Monthly Income</b>			
6	Below 50,000	16	9.75
	50001-70000	28	17.07
	70001-90000	82	50
	Above 90001	38	23.17

Table 3, labelled Total Variance Explained lists the eigen values associated with each factor before extraction, after extraction and after rotation. Before extraction, it has identified 20 linear components within the data set. The eigen values associated with each factor represent the variance explained by that particular linear component and the table also displays the eigen value in terms of the percentage of variance explained (factor 1 explains 82.74 % of total variance). It should be clear that the first few factors explain relatively large amounts of variance (especially factor 1) whereas subsequent factors explain only small amount of variance. The table extracts all factors with eigen values greater than 1, which leaves us with nine factors. In the final part of the table, the eigen values of the factors after rotation are displayed. Rotation has the effect of optimizing the factor structure and one consequence for these data is that the relative importance of the nine factors is equalized. Before rotation, factor 1 accounted for considerably more variance than the remaining (82.74% and 91.29%) however after extraction it accounts for only 61.911% and 30.054% respectively).

Table 3: Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	16.349	82.746	82.748	16.348	82.748	82.748	12.382	41.911	81.811
2	1.544	9.219	91.964	1.544	9.219	91.964	6.011	30.054	91.964
3	0.591	3.956	94.92						
4	0.208	1.339	95.96						
5	0.165	0.815	96.784						
6	0.122	0.808	97.182						
7	0.098	0.491	97.583						
8	0.079	0.397	98.19						
9	0.075	0.377	98.637						
10	0.058	0.291	98.946						
11	0.041	0.215	99.164						
12	0.029	0.195	99.359						
13	0.031	0.134	99.513						
14	0.022	0.111	99.633						
15	0.021	0.103	99.726						
16	0.018	0.078	99.805						
17	0.012	0.062	99.867						
18	0.011	0.038	99.912						
19	0.006	0.041	99.953						
20	0.007	0.037	100						

Extraction Method: Principal Component Analysis.

Table 4, labelled Rotated Component Matrix, as above, contains the same information as the component matrix is calculated after rotation. Factor loadings less than 0.4 have not been

	Component	
	1	2
Powerful engine	0.465	0.775
Trendy look	0.887	
Fuel efficiency & Mileage	0.405	0.84
Country of origin	0.85	0.44
After Sales Service	0.785	0.586
Uniqueness of the product	0.835	0.508
Maintenance	0.687	0.593
Comparative price	0.802	0.547
Resale value	0.792	0.555
Value for money	0.905	
Discount offered	0.939	
Access to dealers	0.866	0.436
Boutique showrooms/exclusive showrooms	0.919	
Car parking facility at dealers place		0.916
Test driving opportunity at home	0.965	
Brand Image	0.921	
Promotional scheme	0.845	
Advertisement frequency	0.906	
Celebrity endorsement		0.926
Word of Mouth	0.85	0.471

displayed because below that that loading to be suppressed.

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 3 iterations. The factor loading of 20 variables was then observed, and the variables were clubbed into two factors.

**Component 1:** Product differentiating attributes and value for the promotional offer: The rotated matrix has revealed that respondents have perceived these factors to be the most important

factors with the highest explained variance of 61.91%. Eighteen out of 20 variables load on significantly to this component, which includes Powerful engine, Trendy look, Fuel efficiency & Mileage, Country of origin, After Sales Service, Uniqueness of the product, Maintenance, Comparative price, Resale value, Value for money, Discount offered, Access to dealers, Boutique showrooms/exclusive showrooms, Test driving opportunity at home, Brand Image, Promotional scheme, Advertisement frequency and Word of Mouth.

**Component 2:** Efficiency & Source influence: The rotated matrix has revealed that respondents have perceived these factors to be the most important factors with the highest explained variance of 91.96%. In the second part of the study, percentage analysis was used to find the most important underlying motive of consumer buying brand preference which is utmost important to the consumer apart from the marketing mix elements. Table 6 indicates the response of respondents towards consumer buying brand preference emotionally and rationally. It clearly shows that a majority (29.87%) of the respondents have preferred the brand loyalty as main reason of brand preference emotionally; second highest majority (13.41%) goes to innovative technology as rational decision. Also, concurrent with self image(10.36%) is emerged as third main reason of emotional brand preference.

**Table 6 : Underlying Buying Motives**

<b>Emotional</b>	<b>Number</b>	<b>%age</b>
Status symbol	15	9.14
Brand loyalty	49	29.87
concurrent with self image	17	10.36
Company cares for environment	5	3.04
Makes u want a vehicle	11	6.7
Safe	14	8.53
<b>Rational</b>		
Innovative technology	22	13.41
Low Maintenance	8	4.87
Bundle offer	7	4.26
High performance	12	7.31
Corporate scheme	4	2.43

## Conclusion

This study was carried out to with a aim to identify the influence of marketing mix elements

on SUV brand preference. In light of study findings, the preference of a given brand can be explained in terms of two factors namely Product differentiating parameters & value for promotional offer and Efficiency & source influence. Hence it required on the part of marketers to consider these factors when deciding on the marketing strategy viz a viz marketing mix elements in the SUV segment of Automobile market. Hence the marketers should bring the result of this study to create a strategic marketing plan to focus on target segments who are susceptible to promotional effects. Also marketing manager should reduce the down payment and interest rate in order for the target consumers to be

able to afford it and make the offer lucrative in comparison to other manufacturers. Since the findings revealed that the brand preference in terms of price was only medium, there should be a need to reduce the price or make it easy for consumers to pay. The other part of the study indicated the presence of brand loyalty as one strong emotional buying motive behind a brand preference of SUVs. Also, innovative technology is 2<sup>nd</sup> most important rational buying motive as per the study. The marketers must make sure to keep their current buyers satisfied so that they can replicate into more future customers.

## References

Chua, W. Y., Lee, A and Sadeque, S (2010), "Why Do People Buy Hybrid Cars?", [http://www.jrconsumers.com/documents/social\\_marketing\\_forum\\_proceedings/Chua\\_Lee\\_Sadeque.doc](http://www.jrconsumers.com/documents/social_marketing_forum_proceedings/Chua_Lee_Sadeque.doc), Accessed 10 July 2013

De Mooij, M., (2011), *Consumer Behavior and Culture: Consequences for Global Marketing and Advertising*, 2nd ed., CA, Sage Pub

G.P. Dang & Amit Adlakha,"Determinants of Customer Satisfaction and their Relative Importance in Retail Industry:,NICE Journal of Business,Vol 7,No. 1,January –Jun2 2012

Hair,j.F,W.C Black,B.J. Babin ,R.E Anderson, and R.L Tatham (2006),Multivariate Data Analysis,6<sup>th</sup> ed.(New Jersy:Prentice –Hall Engelwood Cliffs)<http://www.team-bhp.com/forum/indian-car-scene/141129->

[august-2013-indian-car-sales-figures-analysis.html](#)

Kotler, P. & Armstrong, G. (2006). *Principles of Marketing*, New Jersey, Pearson Education Inc., 10th Edition.

KPMG's Global Automotive Executive Survey 2012 , M a n a g i n g growth while navigating uncharted routes

Li Ho-Shui and Houston, JE (2001). Factors affecting consumer preferences for major food markers in

Taiwan, Journal of Food Distribution..pp: 1-3.

*M.Prasanna Mohan Raj, Jishnu Sasikumar and S.Sriram*, title "A study on customers brand preference in SUVS and MUVS: Effect of Marketing mix variables" Researchers World - Journal of Arts, Science & Commerce , E-ISSN 2229-4686,ISSN 2231-4172

Shankar. C and Chin K.K (2011). A study of the relationship between marketing mix and

customer retention for herbal coffee in Malaysia. 2nd International conference on business and economic research (2nd ICBER, 2011) proceeding.

Somtop Keawchuer, Factors Related to the Satisfaction of Car Consumers, World Academy of Science, Engineering and Technology International Journal of Management Science and Engineering Vol:7 No:8, 2013

Tudor Edu, Iliuta Costel Negricea, Cristina Popa, title "Buying and non-buying motives for Citroen cars: an approach from the perspective of the Romanian dealerships." International Journal of Economic Practices and Theories, Vol. 3, No. 4, 2013 (October), e-ISSN 2247-7225 ,[www.ijeppt.org](http://www.ijeppt.org)

Vinit Dani & Vanishree Pabalkar , title "Drivers of brand preference in SUV car segments in India" Vol 2:issue 7: July 13 ISSN No 2277 8160

# Goddess as Consort and Śakti

Ms Priyanka Thakur

*Abstract- This article moves out of the domain of regular question of subordination of women in a brahmanical patriarchal society and focuses on the image of woman as 'Goddess'. Interestingly the period chosen for this study (7th-13th centuries) is one of amalgamation of tribal religious beliefs (tantricism) in to the male dominated pantheons of brahmanical religion. While at the same time influence of Kālidasa's style of depiction of women characters could also be felt in other literary traditions. The portrayal of women is like always of an obedient wife but when this depiction transpires in the realm of divine beings it is caught in dilemma. Fifth century onwards, where on the one hand Kālidasa's dramas were carving out a sensuous image of woman; there on the other hand, a full section of Mārkandeya Purāna, Devī-Māhātmya Kanda eulogizes the mighty prowess of the mother-goddess for the first time. It is also the period which sees the construction of temples with idols of not only male but female deities for the first time in ancient India. The temple architecture is even beautified with erotic sculptures. The society appears to be fermented with different perceptions of women, hence providing ample scope for a discussion on the three prominent images of woman- the wife, the seductress and the all powerful mother-goddess.*

**Key Words:** Image of women, Goddess, Sakti.

## Introduction

Priyanka Thakur is an Assistant Professor in the Department of History, Shyam Lal College (University of Delhi). She has done her Graduation, Post- Gradation and M. Phil. from the University of Delhi. She specializes in Ancient Indian History and is interested in women's studies.

Traditionally the significance and status of women present a dichotomous situation in ancient India. The significance of her presence in the house as wife for the performance of daily household rituals and functions is quite evident in the literary tradition especially Purāṇas. It is her status and rights in comparison to her male counterpart which creates ambivalent situation. On the one hand, the texts associated with enumeration of codes of behavior in public and private sphere strictly lay down the condition for acquiring and treatment of a wife by a rightful person, emphasizing that it is the woman as wife which enables the man to fulfill his household duties properly. But on the other hand, it is the

question of her status which creates the problem for a patriarchal society. In a patrilineal society financial rights of women are very limited which affects her status adversely and make her acquiescent to the demands of patriarchy.

Idealization of woman's image as wife has its repercussions on the different stages of her life. The daughter and sister are seen as probable wife whose desires are to be monitored, as mother she is the wife who ensures that the interest of the patriarchal society are protected. Whereas widow presents an ambiguous situation (a negative condition for a wife), regulation of whose conduct and behavior is essential for the hegemony of patrilineage. The Purāṇic tradition plays a major role in defining and emphasizing the duties of a virtuous wife through myths woven around gods and goddesses. This deification phenomenon legitimizes the demands of the brahmanical patriarchal structure. Incorporating the otherwise all powerful goddess with strong matriarchal fervor as role model for women in patriarchal ideological framework presents its own

---

*Ms Priyanka Thakur is Asstt. Prof. in Shyam Lal College (Delhi University) . She holds M.A., M.Phil. degrees, Diploma in Environmental Law (WWF). Her teaching Experience is more than fifteen years. She has taught at various colleges like Gargi college, Vivekananda Mahila College*

challenges. Many regional traditions are mother goddess centric but their synchronization with the brahmanical tradition shows the attempt to tame the mother goddess through the institution of marriage. These ideologically counter cultures create numerous Purāṇic myths to incorporate both structures of beliefs. Moreover, they also reflect the dominating trends of the social norms. The role of myth in a culture is to instill certain desirable pattern; one can see in them the image of wife, which though quite pristine, can lack the glamour in comparison to a warrior goddess and at times the tale is twisted in such a manner so as to re-establish the status of ideal wife.

The Purāṇas are sacred books which were recited at sacred places or in the temples to promulgate norms of behavior and values which uphold the patriarchal social structure and are store-house of ancient cultural traditions. They were handed down for generations through oral tradition in the beginning, and were committed to writing later. Purāṇas belong to the Smṛti tradition of oral literature.<sup>1</sup> Unlike Vedas of the Śruti tradition, which were reserved only for the twice born (dvijas), the Purāṇas were accessible to all, even women and śudras. They were publicly sung or recited and in this process they underwent constant revision and elaboration. The fluid nature of these texts was by no means halted once it was committed to written form. It appears; originally there existed only one Purāṇa which later got divided into a number of Purāṇas, in all eighteen, referred to as 'Mahāpurāṇas' along with eighteen Upapurāṇas. They are all composed in Sanskrit of a mediocre quality, usually in śloka meter, occasionally in prose, in question-answer form and principally contain stories. The compilers or redactors of the Purāṇas always retained and interpreted the old by contextualizing them as per the new and changed social conditions.<sup>2</sup>

Skanda Purāṇa is the most voluminous of all the Purāṇas, with eighty-one thousand stanzas, contained in the seven khandas (Saptadhābhinnam), viz. Maheśvara, Viṣṇu, Brahma, Kāśī, Āvanya, Nāgara and Prabhāsa. These are further subdivided in to sub- Khandas

and Māhātmyas. The Skanda Purāṇa belongs to a period from 7<sup>th</sup> century A.D. to the 13<sup>th</sup> century A.D. Geographical knowledge of the authors of the Skanda Purāṇa seems to be quite extensive so much so that it is referred to as encyclopedia of ancient Indian geography. Hence, the area of its composition is quite vast with different sections and sub-sections composed in different regions. The Skanda Purāṇa gets its name from Skanda, the six-faced deity, son of Śiva and commander of celestial armies. The text thus contains myths woven around Śiva and Pārvati. The framework of the myths reflect the ideologies it want to promulgate through a medium accessible to all and which easily communicates the values inherent in patriarchal structure.

The period of Skanda Purāṇa's compilation becomes more interesting as it is also the period which saw rise in Tāntric literature and architectural representations. From the sixth century onwards the brāhmaṇical texts take note of this remarkable religious phenomenon called Tantricism. It affected not only Śaivism, Vaiṣṇavism, Jainism and Buddhism but also art and literature.<sup>3</sup> The Skanda Purāṇa too frequently refers to Tantric philosophy. Another striking feature of the period is the predominance of eroticism in sculpture and literary works of the period. Sensuousness and sex emerged as a major thrust of the creative work done in this period. This particular period is marked for the rise and spread of this phenomenon.<sup>4</sup> All over India the Hindu temples of this period are replete with sexual motifs. This depiction is not only limited to the renowned temples like Khajuraho, Konark and Bhubaneshwar but is also evident in the temples of lesser known sites, whose walls also have portrayals of erotic figures.

The early medieval period also saw rise in literary activities on this subject. There were not only commentarial works on Vātsyāyana's work but many new books like Nāgarasarvasvam of Padmaśri, a Mahāyāna Buddhist, about magical prescription to stimulate different veins. In almost the same period Kokkoka wrote Ratirahasya same on the lines of Kāmasūtra. This erotic and sensual phenomenon was also

visible in the Skanda Purāṇa. Here along with carving out the image of ideal wife through the myths of goddesses we encounter the description of feminine beauty done in detail and sensuously. Not only the royal ladies' but ordinary women's and even the goddesses' physical attributes got the sensuous treatment.<sup>5</sup> Beauvoir explains that for man woman is beyond just a productive force, she is a sexual partner, an erotic object.

The most striking description of female beauty is in the story of Lord Śrinivāsa and Padmāvati.<sup>6</sup> In the story description of auspicious signs on the body of Padmāvati by the divine sage Nārada is the occasion to describe her physical beauty. Besides describing the auspicious marks on her body, befitting her to be the consort of Viṣṇu, he goes on to say that her thighs are equal and gradually thick, the buttocks are large and stout and the loins are thought provoking. The navel is circular and deep; both the sides are thick; the middle is fascinating due to the three folds of the skin shining with curly hair. The breasts are plump, thick-set and protruding with the nipples sunk within. Similarly in the Nādījaṅgha's story<sup>7</sup>, wife of sage Gālava is admired as a lady of excellent beauty with a slender body, dark-complexion, plump and protruding breasts. In her gait she resembled an elephant. She had ample buttocks but very slender waist.

Mahālakṣmī<sup>8</sup> was also ascribed the same traits of beauty. She is told to be very fair, youthful and tender with the filaments of the lotus for her ornaments. A lady of slender shape, she had the fresh youthfulness as an adornment. She is described as very slender with fine waistline and splendid buttocks. Her hips were large. All these description follow Kālidāsa's poetic description of Yakṣa's wife in his Meghadūta<sup>9</sup>, which represents the ideal of female beauty. In describing the beauty of Pārvati in the form of Śabara huntress<sup>10</sup>, the Skanda Purāṇa writes that she was dark complexioned slender lady. Her teeth were like the buds of śikhara( a variety of jasmine). Her lips resembled the round biṇi ba fruit. She had to bend down slightly on account of the weight of her heavy breasts. She was very slender and thin in her waist and her buttocks

were large. Her thighs were like the golden plantain stem. Viṣṇu in Mohinī form too is described in same manner.<sup>11</sup> She walked rather slowly on account of the large buttocks. Her limbs are told to be agitated and excited due to inebriation, due to the tinkling of her golden anklets, she appeared to be cooing (like a cuckoo). And her breasts resembled pitchers. Matthew Ridley in his book,<sup>12</sup> gives psychoanalysis of men and explains that men are merely looking for someone who is strong and fertile. They are looking for youth. Description of large hips and big breasts is actually looking for someone who could bear and nourish a child for them. Whereas a flat belly means she is not already pregnant. Lerner<sup>13</sup> observed that women were a resource acquired by men much as land was acquired by them, with emphasis on their chastity.

The image of the goddess, thus constructed, reveals aspirations and dilemma of the patriarchy. The all powerful mother goddess who is to be respected, as a consort idealizes the attributes of a perfect wife and whose physical beauty is par excellence to get the attention of Śiva, the yogi. But originally she is a warrior goddess killing demons independently, a force to reckon with. The goddesses in mythologies not only appear as divine beings but they also reflect the prescribed sexual roles of women. It is in this context the patriarchal society finds it difficult to ascribe them a place equal to male gods.

The goddesses in the Skanda Purāṇa though have strong maternal characteristics, belong to two distinct categories. One is of domesticated goddesses who are closely identified with male deities. The second category is of Śakti<sup>14</sup>, war goddesses who are independent, violent and ferocious. Goddesses like Pārvatī, Lakṣmī and Śacī are the very embodiment of the patriarchal behavioral patterns expected out of a female counterpart. War goddesses on the other hand are revered even by the male gods and are depicted not in association with them. In the form of Durgā, Kālikā and Cāmudā they are great warriors and at times depicted wild, eating human flesh and drinking liquor. They fight

battles in a mighty and ferocious way assisted by other mother goddesses, *matrikas*.<sup>15</sup> These two categories are not distinct but overlapping one. There are goddesses who are mentioned not only in relation to male gods but are independent deities in their own right also. Goddess Lakṣmī is though always represented in association with Lord Viṣṇu is also an independent deity of auspiciousness, Śri. This somewhere indicates the existence of the regional cult of goddess Śri accommodated in to the pantheon of Vaiṣṇavism. The tension between the two belief patterns is evident in placing the goddess, at times she is placed near the heart of Lord Viṣṇu, and at times depicted sitting near his feet.

In the myths of Śiva and Pārvati we find that while the male gods are divine beings engaged in supernatural and spiritual activities, the goddesses are infected with the weaknesses generally associated with women such as jealousy and irritation.<sup>16</sup> In several divine hierogamies one tension runs parallel through all the myths of the goddesses, that of authority. Goddesses too are adorned with their individual powers but in patriarchy the problem arises on the question of their authority to use that power at will i.e., the right to perform the act. They have to seek the permission of male deities to exercise their power. In one myth goddess Pārvati regrets killing demon Mahiṇasura, a devotee of Śiva and hence performs penance after the act. This clearly brings out the dilemma of relation of 'authority' with woman though a goddess. This paradox is visible in the representation of the goddesses as consorts and as independent dominating divinities. To understand the goddess in terms of the human experience, she signifies a close interaction between the images of woman and woman deity. This is particularly in the case of female consorts viewed in relation to the male deities.

The myths revolving around Śiva and Pārvati are constructed over close familial relation of women with men which reflect deeply held views on the relationship of sexes and sexual roles. The marriage between Śiva and Pārvati is like between dominant male and subservient

mortal woman. Mortal woman as she is subject to the indignities of birth and death. In her previous birth of Satī, Pārvati faced the consequences of not obeying her husband. According to a myth<sup>17</sup> once Satī's father Dakṣa commenced a great sacrifice to which all sages and gods were invited except his own son-in-law, Śiva. Satī to know thoroughly about it was determined to go her father's house and sought the permission of Śiva for it, though he was not willing to send her without being invited to the occasion. Reaching there she stood at the entrance and enquired her father why the lord Śiva was not invited. Dakṣa then insulted Śiva. Listening to the censure of Mahādeva she pondered like a human female how she could go back after such insult of her husband and enters the sacrificial fire.<sup>17</sup> In this myth her query is that of an ignorant mortal woman whereas Śiva appears as a supreme god endowed with divine power. He is the lord by whom this entire universe consisting of mobile and immobile beings has been sanctified. He is the lord by whose limb alone the universe has been filled up. Goddess Satī is portrayed more like a devotee, who enters the fire uttering the words, "O, Rudra! O, Śiva!" Though she is furious on seeing her father full of contempt for Śiva but instead of destroying the entire yajña with her divine powers she chooses to immolate herself.

After the death of Satī, Śiva got engaged in penance and she is reborn as Pārvatī. By taking birth she seems to have lost her status and hence has to perform severe penance to please the lord, to win him over and to wake him up from his spiritual meditation. Pārvatī's ambiguous mortal or immortal status is the pivot of the myth. She emerges as not more than a semi-divine deity and a loving wife. In this myth she is the daughter of Himālaya, wife of Śiva and later mother of Skanda. Incarnation of goddess as Pārvatī is essential for killing of demon Tāraka but she is not the one who slain Tāraka, the task is completed by her son Skanda; she appears just as a medium. Her role is marginalized in this episode and the credit is given to the excellent semen virile of Śiva.<sup>18</sup>

In one myth Pārvatī playfully closes the three eyes of lord Śiva. The Skanda Purāṇa writes, on doing so the goddess was as delighted as a young girl of youthful simplicity, who once thought her lover to be under her absolute control. But the eyes of lord were the moon, the sun and the fire, their closure brought about the destruction of the universe. For this Pārvatī, though called the mother of the universe is punished for her immaturity and has to perform penance.<sup>19</sup> Pārvatī, the goddess, cannot escape her feminine nature. She is an ignorant, docile wife, who out of her immaturity does not understand the divine nature of her ever-meditating husband. There is mention of how once Pārvatī saw Śiva engaged in performing sandhyā-rite with his eyes closed. She thought he was meditating on some woman and that his love-making to her was a great fraud.<sup>20</sup> The treatment of mother goddess is not always lacking luster of power assertion. Her powerful matriarchal form can be witnessed in one myth where Śiva loses to Pārvatī in a game of dice. After defeating Śaṅkara she takes away his ornaments. At this Śiva became angry and stared at Pārvatī with his third eye but instead of showing any regard for her husband she replies, “Of what avail is your stare with your greatest eye? I am not Kāla nor Kāma nor the sacrifice of Dakṣa. I am neither Tripurā nor Andhaka. What will come out of your staring thus? In vain you have been a Virūpakṣa (of uneven three eyes) before me.” Śiva thus humiliated left Pārvatī and went to forest. Pārvatī then explains to her attendant Vijayā, “Formerly Śiva had been surrounded by great prosperity but he was defeated by me. ...Without me he will continue to be ugly and hideous. ...Maheśa who is without form and shape has been made one with form and shape by me. This entire universe consisting of the mobile and immobile beings along with the excellent devas has been created by me for the sake of his sport. O, Vijayā! See my sport along with causes of origin and existence.”<sup>21</sup> In this myth the goddess is infused with power and authority. The myth clearly shows the amalgamation of female dominated and male dominated divine hierogamies, without compromising the Śakti status of the goddess, nor attempting to make her subservient to the

male god. Both are shown invincible, beyond all forms and responsible for every action in the world.

Conceptualization of the idea of virginity as the source of power is evident in Purāṇic theology. Virginity in women is seen as source of power benevolent as well as malevolent. The element of destruction is eliminated by subjecting her to the male authority. She is related to god not only as consort but also as his internal śakti, Māyā. Śakti's literal meaning is 'power' and 'might'. It also means 'illusion'.<sup>22</sup> Through Māyā only the supreme god is able to create. It is Māyā who deludes and makes one run for things and perform karma. It is the boundary line which separates human from the divine being. A negative attribute whose significance is well recognized. Vaiṇavakhaṇḍa's Puruṣottama-Kṛetrā-Māhātmya is full of references of Viṣṇu's Māyā with which he deludes his devotees and even lord Brahmā and hides his real self.<sup>23</sup> In Skanda Purāṇa she is Māyā, Śakti which manifests itself in the form of Lakṣmī, Pārvatī and other goddesses as the consorts of the male gods.

The myth where Pārvatī had to go to Kāñcī for penance as a punishment for closing Śiva's eyes has two versions in the Skanda Purāṇa. In the first version Devas oppressed by the demon Mahiṣa sought refuge in her on this occasion. Mahiṣasura had obtained boons from Śiva, hence, Devas requested her, the Mother of the Universe, to protect them. When Mahiṣa approached her she assumed the fiery blazing form of Durgā. Equipped with missiles and weapons provided by Brahmā, Viṣṇu, Śiva and Suras, she went on to fight Mahiṣa and cut off his head in the battle and stood on it and danced.<sup>24</sup> In second version of the same story Pārvatī while performing penance is approached by Mahiṣa who is attracted towards her. Pārvatī does not want her penance to be obstructed hence, calls Durgā and assign her the task to fight with Mahiṣasura. The Durgā with other mother-goddesses drank liquor and blood and danced madly in the battlefield after annihilating the daitya.<sup>25</sup> In both the myths Pārvatī herself is not

involved in the act of valour, rather it is her form as Durgā which is associated with the killings and drinking of liquor and blood. The character of goddess Pārvatī is carved in a manner more appropriate for the patriarchal social structure, whereas Durgā presents a challenge to this established structure. Her behavior pattern is strictly prohibited and condemned for a wife. But she is worshipped in her own right by the same society. This discussion brings us to a point where we see amalgamation of tribal and regional beliefs creates a situation where though goddess is all powerful but as a consort she has to be role model of behavior for the wives in patriarchal setup. The images of women therefore show the fusion of all the dominating thought processes; be it her sensual representation, a docile wife, as Śaktī of Tāntric cult or Māyā. This presents a very complex picture and to understand these images lot remains to be looked in to closely.

## References and Notes

Brown, C.M., God as Mother: A Feminine Theology in India: A Historical and Theological Study of the Brahmavaivarta Purā" a, Stark & Claude Co., Hartford, 1974.

Vāma" a Purā" a, (ed.) Anand Swarup Gupta, All India Kashiraj Trust, Varanasi, 1967, p.xxxviii.

R.S. Sharma, Perspectives in Social and Economic History of Early India, Munshiram Manohar Lal Publishers, New Delhi, 1983.

Desai, D., Erotic Sculpture of India: A Socio-Cultural Study, Munshiram Manohar Lal Publishers, New Delhi, 1985.

Beauvoir, Simone de, The Second Sex, Vintage, Middlesex, 1984.

Sk.P., II.i.4.

Ibid., I.ii.7.

Ibid., I.i.11.

Luthra, Sangeeta, Women in the Dramas of Kālīdāsa, Unpublished M.Phil. Dissertation.

Opcit., I.i.35.13.

Ibid., I.i.12.

Ridley, Matt, The Red Queen: Sex and the Evolution of Human Nature, Viking, London, 1993.

Lerner, Gerda, The Creation of Patriarchy, Oxford University Press, New York, 1986.

Goddess Durgā is depicted as engaged in a fierce battle with Mahi" āsura. Sk.P., I.iii(P).II; I.iii.(U).19.

Ibid., I.iii(P).II; I.iii.(U).19.

Pārvatī doubts meditating Śiva. Sk. P., I.iii(U). 18.2-16.

Ibid., I.i.2.

Ibid., I.ii.

Ibid., I.iii (P)

Ibid., I.iii (U).18.2-16.

Ibid., I.i.34.

# Trends and Patterns of FDI Between India and The LAC Region

## An Initial Exploratory Analysis

Sumati Varma<sup>1</sup>

Rishika Nayyar<sup>2</sup>

**Abstract-** *India and the Latin America and Caribbean (LAC) region have emerged as major growth drivers of the world economy in the last couple of decades. However, trade and investment relations between these regions have been rather insignificant in the decade of the 1990s, but showed signs of picking up after 1995. Outward Foreign Direct Investments (OFDI) from the BRICS countries (Brazil, Russia, India and China) has grown rapidly over the last few years driven by both the large MNEs and small entrepreneurial firms like the Born Globals. This paper is an initial exploration of emerging trends in investment between India and the LAC region. It also attempts a motive analysis of FDI between India and Brazil, which has seen the largest number of deals in the past two decades.*

**Key Words:** India, LAC, Brazil, FDI, Motives, JEL Classification no : F21, F23, N76

### Introduction

The Indian investment story began in real earnest with the onset of economic reforms in 1991. Prior to this, FDI from India, both inbound and outbound, was insignificant due to the inward looking protectionist regime. A few Indian enterprises were investing abroad in the mid-1960s (Lall 1983), but outward investment activity was almost negligible. Outbound FDI (OFDI) has undergone long term transformations in its character covering industrial structure, geographical composition, ownership controls, entry modes, motivations, and sources of financing since the economy embarked on its liberalisation journey and has surged forward since 1991 (Hansen 2007).

India and the Latin America and Caribbean (LAC) region have emerged as major growth drivers of the world economy in the last couple of decades. However, trade and investment relations between these regions have been rather insignificant in the decade of the 1990s, but showed signs of picking up after 1995. The LAC

region is neither an important export destination nor a significant source of imports, and both account for less than 4% share of total trade with India. Investment relations have been similarly insignificant and over the last two decades, the Latin American and Caribbean region has received just about 4% of India's outward FDI. More than 70% of this meagre amount has been invested through the British Virgin Islands and Cayman Islands. Productive investment in the region as a whole has therefore been quite limited (ECLAC 2012).

Outward foreign direct investment (OFDI) from the BRICS countries (Brazil, Russia, India and China) has grown rapidly over the last few years even though it is a modest amount compared to the developed world. According to the latest Global Investment Trends Monitor (GITM, 2013) OFDI from BRICS into other countries has climbed from \$7 billion in 2000 to \$126 billion in 2012, rising from 1% of world flows to 9%, and over 65% of total developing country outflows. The composition of FDI shows the existence of

1. Sumati Varma is an associate professor in Commerce at Sri Aurobindo College (Eve). She was awarded the prestigious IILP fellowship by the US government for her contribution to the first ever American Studies programme for Indian Universities. She is a consultant with the World Bank, and has contributed to their flagship publication "Investing Across Borders". She has been associated for curriculum development with the American Centre, New Delhi and NCERT. She has authored 4 books and has research papers in various national and international journals of repute.

2. Rishika Nayyar is an Assistant Professor in Commerce at PGDAV College. She is a JRF fellow and her research interests are in different facets of firm Internationalisation.

large companies (Ramamurti, 2012), such as Brazil's Embraer, China's State Grid, and India's Tata (Guillen and Garcia-Canal, 2009) along with small entrepreneurial enterprises - the born global firms. The born global phenomenon has been reported in Latin America from Costa Rica (Lopez *et. al.*, 2009) and Brazil (Dib, *et. al.*, 2010, Ribiero 2011). In Asia, studies include research on Chinese born globals (Zhou, *et. al.*, 2007), Indian IT companies (Varma, 2011;), and Vietnamese companies (Thai and Chong, 2008).

The aftermath of the financial crisis has led Indian business firms to the search for new markets and hitherto unexplored destinations for both trade and investment. Programmes such as "Focus LAC" are important instruments of the foreign trade policy, aimed at creating institutional mechanisms for co-operation, improved market access and infrastructure facilities. In this context, the present study is an initial exploratory analysis of trends in Indian outbound FDI (OFDI) to Latin America. It examines, among other things, industry patterns, motives and strategic intent of India's emerging investment relations with the LAC region in general, with a specific focus on Brazil which has emerged as its primary investment destination.

### **Trends and Composition of FDI Flows Between India And LAC**

Prior to liberalisation in the 1990s, India's outward FDI flows were largely limited to its neighbouring developing countries and were viewed as its contribution to South-South cooperation. However, this changed in the early 1990s and the share of FDI from India to the developed world rose continuously from 24% in the 1980s to 44% in the 1990s. The year 2000 was the beginning of an OFDI boom – during the

period 2000 – 07 FDI from India increased to 64% of total FDI. In the period 2002-2009, Europe received more than US\$ 30 billion of India's outward FDI, absorbing more than 40% of the total FDI outflow and in the period 2008 – 10 annual average OFDI totalled US\$ 17 billion.

During the period 2000 -10, OFDI from India was led by cross border M&A activity by 306 firms mainly from the IT and pharmaceutical sector (Varma 2010). The Latin American and Caribbean region is a large market of 33 countries, with a population of 580 million people, regional GDP of US\$ 4.9 trillion (at current prices), per capita GDP over five times higher than that of India, and US\$ 1.6 trillion in merchandise trade, accounting for 6% of the world total. However, investment relations between India and the LAC have been rather insignificant, accounting for merely 4% of FDI between 2002 and 2010.

The region recorded a growth rate of five per cent from 2003 – 08 backed by solid macroeconomic and fiscal management, as well as prudent financial and banking supervisory practices, and huge progress in lowering poverty. In this context India's gradual, but steady, opening to the world economy, its high savings and investment rate, and rapidly expanding middle class, whose demands for western consumer products is growing in leaps and bounds, offer enormous opportunities for expanded international trade and investment.

A firm level analysis of FDI transactions to LAC between 1991 – 2013 shows a total of 140 deals – out of these only 6 % of the deals were in the decade of the 90s and the remaining 94 % were between 2000 – 2013.

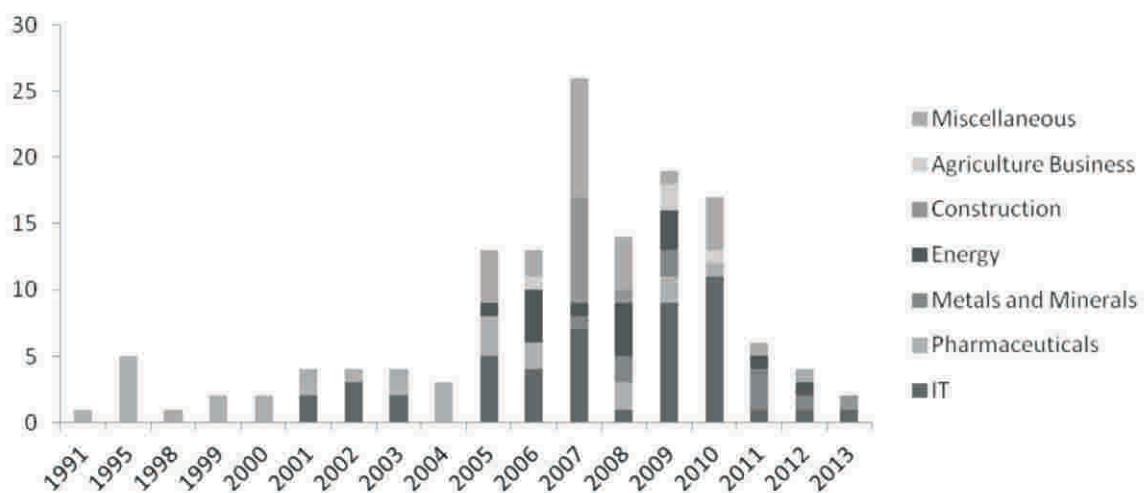
TEMPORAL DISTRIBUTION OF FDI TRANSACTIONS IN LAC									
Year	IT	Pharmaceuticals	Metals and Minerals	Energy	Construction	Agriculture Business	Miscellaneous	TOTAL	
1991	0	1	0	0	0	0	0	1	
1995	0	5	0	0	0	0	0	5	
1998	0	0	0	0	0	0	1	1	
1999	0	2	0	0	0	0	0	2	
2000	0	2	0	0	0	0	0	2	
2001	2	1	0	0	0	0	1	4	

1999	0	2	0	0	0	0	0	0	2
2000	0	2	0	0	0	0	0	0	2
2001	2	1	0	0	0	0	1	4	
2002	3	1	0	0	0	0	0	0	4
2003	2	1	0	0	0	0	1	4	
2004	0	3	0	0	0	0	0	0	3
2005	5	3	0	1	0	0	4	13	
2006	4	2	0	4	0	1	2	13	
2007	7	0	1	1	8	0	9	26	
2008	1	2	2	4	1	0	4	14	
2009	9	2	2	3	0	2	1	19	
2010	11	1	0	0	0	1	4	17	
2011	1	0	3	1	0	0	1	6	
2012	1	0	1	1	0	0	1	4	
2013	1	0	0	0	1	0	0	2	
	47	26	9	15	10	4	29	140	

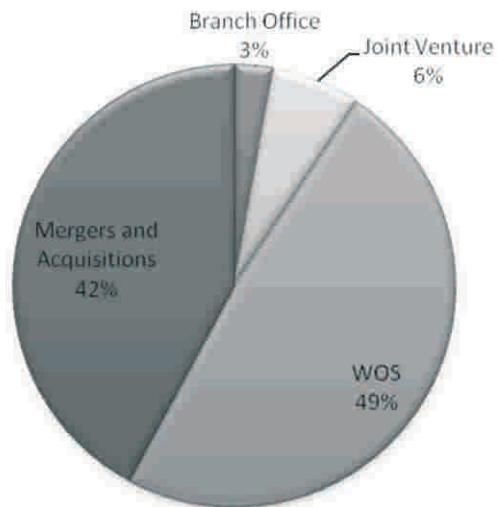
**Fig. 1 Temporal Distribution of Indo – Lac Ofdi**

In terms of entry mode, 49% of the FDI deals were in the form of Greenfield investment as wholly owned subsidiaries, 42% were M&As, 6% were joint ventures and 3% were branch offices.

### Temporal Distribution of Latin Americian Transactions

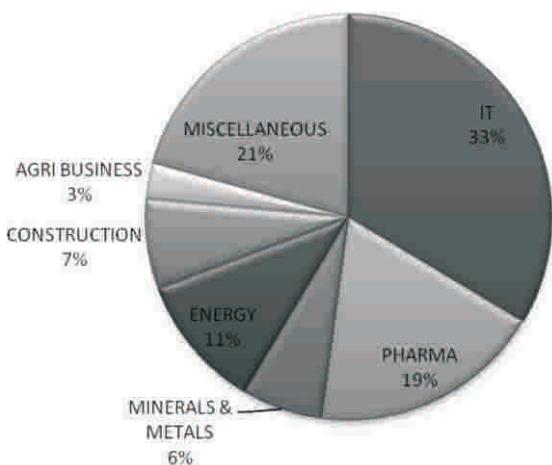


## MODE OF ENTRY



**Fig 2 Modes of Entry**

## INDUSTRY DISTRIBUTION



**Fig 3 Industry Composition of Indo – Lac Ofdi**

Industry wise distribution of these FDI transactions shows that largest share of these transactions were undertaken in IT industry (34%), followed by Pharmaceuticals (19%), Energy (11%), Construction (7%), Minerals and Metals (6%), Agribusiness (3%), remaining industries being covered under the head Miscellaneous.

Geographical destination of these flows shows that 49% of total number of FDI transactions went to Brazil (36%) and Mexico (13%), making them the most favoured destination in the LAC Region. 26% of total transactions are directed towards three countries: Argentina, Colombia and Chile. While other countries in LAC, namely, Bolivia, Costa Rica, Cuba, Dominican Republic, Ecuador, El Salvador, Guatemala, Jamaica, Nicaragua, Panama, Paraguay, Peru, Trinidad & Tobago, Uruguay and Venezuela, each accounted for mere 1-2% of total transactions.

**Table 2**  
Indo Lac Ofdi – Industry Distribution

INDUSTRY DISTRIBUTION		
INDUSTRIES	Number of Transactions	Percentage
IT	47	34%
PHARMA	26	19%
MINERALS & METALS	9	6%
ENERGY	15	11%
CONSTRUCTION	10	7%
AGRI BUSINESS	4	3%
MISCELLANEOUS	29	21%
<b>TOTAL</b>	<b>140</b>	<b>100%</b>

**Table 4**  
Geographic Distribution Of India – Lac Ofdi

GEOGRAPHIC DISTRIBUTION		
COUNTRIES	Number of Transactions	Percentage
Argentina	17	12%
Bolivia	4	3%
Brazil	50	36%
Chile	7	5%
Colombia	12	9%
Costa Rica	2	1%
Cuba	1	1%
Dominican Republic	2	1%
Ecuador	1	1%
El Salvador	3	2%
Guatemala	2	1%

Jamaica	2	1%
Latin America (Unknown)	2	1%
Mexico	18	13%
Nicaragua	1	1%
Panama	1	1%
Paraguay	1	1%
Peru	8	6%
Trinidad & Tobago	1	1%
Uruguay	3	2%
Venezuela	2	1%
	140	100%

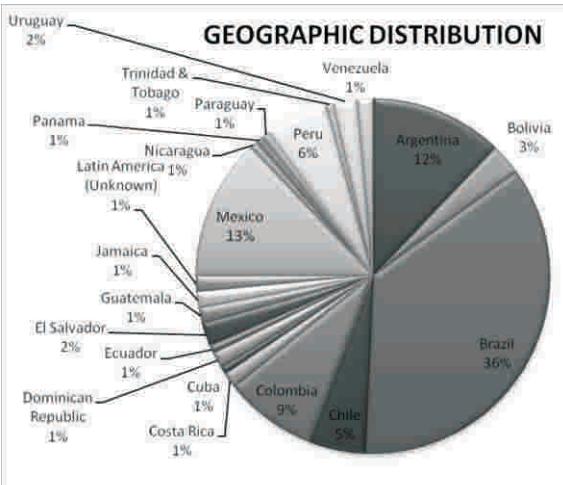


Fig 4 Geographical Distribution of Indo – Lac Ofdi

## OFDI FROM INDIA TO BRAZIL

Brazil and India have emerged as important investment destinations in the world economy. Taken together they represent almost 4.7 % of world GDP (ECLAC 2012). Brazil is among India's top five export destinations for pharmaceutical products and has also emerged as the chief FDI destination. As the analysis done in the previous section shows, Brazil is India's key investment partner in the Latin American region accounting for 36 % of OFDI from India between 1991 - 2013.

The following table shows the firm level OFDI transactions between India and Brazil giving details of industry as well as mode of entry.

Table 5  
Fdi Transactions in Brazil

FDI TRANSACTIONS IN BRAZIL			
Name	Year of Entry	Mode of Entry	Industry
Mahindra Satyam	2010	Greenfield	IT
Mahindra Satyam	2010	Greenfield	IT
Mahindra Satyam	2013	Merger & Acquisition	IT
Patni Computers	2003	Greenfield	IT
TCS	2002	Greenfield	IT
Infosys	2009	Greenfield (WOS)	IT
Infosys	2009	Greenfield (WOS)	IT
HCL Technologies	2008	Greenfield	IT
Wipro	2011	Merger & Acquisition	IT
Aptech	2009	Joint Venture	IT
Manthan Systems	2010	Greenfield	IT
Ranbaxy Laboratories	2005	Greenfield	Pharmaceuticals
Ranbaxy Laboratories	2000	Greenfield	Pharmaceuticals
Glenmark	2003	Greenfield	Pharmaceuticals
Glenmark	2004	Merger & Acquisition	Pharmaceuticals
Glenmark	2006	Merger & Acquisition	Pharmaceuticals
Glenmark	1991	Branch Office	Pharmaceuticals
Torrent	2002	Greenfield (WOS)	Pharmaceuticals
Bilcare	2011	Greenfield	Pharmaceuticals
Zydus Cadila	2007	Merger & Acquisition	Pharmaceuticals
Maneesh Pharma Pvt Ltd	2006	Merger & Acquisition	Pharmaceuticals
Claris Lifesciences	1999	Greenfield	Pharmaceuticals
Aurobindo	1999	Joint Venture	Pharmaceuticals
Unichem	2007	Merger & Acquisition	Pharmaceuticals
Sun Pharma	2010	Merger & Acquisition	Pharmaceuticals
Videocon Industries Ltd	2008	Merger & Acquisition	Minerals & Metals
Bharat Petroresources	2008	Merger & Acquisition	Minerals & Metals
Aditya Birla Group	2007	Merger & Acquisition	Minerals & Metals
Essar Group	2009	Greenfield	Minerals & Metals
ONGC	2007	Merger & Acquisition	Energy
Videocon International	2009	Merger & Acquisition	Energy
Bharat Petro Resources	2009	Merger & Acquisition	Energy
Suzlon Energy Ltd	2006	Greenfield	Energy
Larson and Toubro	2013	Greenfield	Construction
Larson and Toubro	2008	Branch Office	Construction
Shri Renuka Sugars	2010	Merger & Acquisition	Agri Business
Shri Renuka Sugars	2009	Merger & Acquisition	Agri Business
Bajaj Hindustan	2006	Greenfield	Agri Business
Mahindra & Mahindra	2008	Greenfield	Miscellaneous
TVS	2010	Greenfield	Miscellaneous

TEMPORAL DISTRIBUTION OF FDI TRANSACTIONS IN BRAZIL								
Year	IT	Pharmaceuticals	Metals and Minerals	Energy	Construction	Agriculture Business	Miscellaneous	TOTAL
1991	0	1	0	0	0	0	0	1
1995	0	0	0	0	0	0	0	0
1998	0	0	0	0	0	0	0	0
1999	0	2	0	0	0	0	0	2
2000	0	1	0	0	0	0	0	1
2001	0	0	0	0	0	0	0	0
2002	1	1	0	0	0	0	0	2
2003	1	1	0	0	0	0	1	3
2004	0	1	0	0	0	0	0	1
2005	0	1	0	0	0	0	2	3
2006	0	2	0	1	0	1	1	5
2007	0	2	1	1	0	0	4	8
2008	1	0	2	0	1	0	1	5
2009	3	0	1	2	0	1	1	8
2010	3	1	0	0	0	1	1	6
2011	1	1	0	0	0	0	1	3
2012	0	0	0	0	0	0	0	0
2013	1	0	0	0	1	0	0	2
	11	14	4	4	2	3	12	50

The data given above shows that the majority of FDI to Brazil is in the Pharmaceutical sector followed by the IT sector.

The Indian pharmaceutical industry ranks 4th in volume and 13th in value in the world today, accounting for 8% of global production and 2% of the world pharmaceutical market (OPPI 2009). It has a production value of approximately \$4.5 billion and employs 5 million workers directly and 24 million workers indirectly. The industry structure is dualistic with about 90% of the 20,000 firms in the small scale sector.

The industry has been governed by a radical regulatory framework including the Indian Patent Act of 1970, the Industrial Policy Act, 1991 and the signing of TRIPS in 1995, all of which have provided the opportunities for strategic change and renewal of firms in the industry.

As documented in a previous study (Varma 2010), the internationalization strategy of the Indian pharmaceutical industry has been a combination of collaboration with acquisition driven by the desire to tap the profits from the generics market opportunity as well as build their R&D capabilities in order to be able to transition

to becoming a drug discovery firm. It targeted the western regulated markets for R&D in the context of drugs, vaccines and diagnostics that were off patent or about to be off patent. It also entered into contract research and custom manufacturing, bioinformatics for genomics based drug research and clinical trials for the larger western MNCs. At the same time some firms were investing in the development of new drugs for global diseases such as diabetes. This led the industry on the path of internationalization through diverse modes of entry which were motivated by capability enhancement for drug creation and performing preclinical and clinical trials to cope with a changed competitive landscape. It also simultaneously entered into collaborations and alliances creating an environment of co-operation. The strategy is clearly visible in its forays into the LAC region as well.

Indian FDI into Brazil can be documented in two phases :

- The first phase from 1994-99, saw a few large firms such as Ranbaxy and Glenmark which entered without much preparation and had to face several challenges.

- (Chaturvedi ).
- The period from 1997 onwards saw a huge increase in FDI to Brazil driven by major policy changes by the Brazilian government. An analysis of some of the investing firms is as under :

Ranbaxy Laboratories limited ( Ranbaxy), incorporated in 1961, is the largest Indian company in terms of sales, third largest in the formulations market and occupies the 8th global rank in the generics market. It pioneered the exploration of the generics market in India. It has a major presence in Brazil through a wholly owned subsidiary which was established in 2000, taking advantage of the introduction of the National Policy for Generics medicine in 1999. It thus became the first Indian company to get its plants approved by the regulatory authorities of Brazil. It also has the distinction of being the first international company to support the Brazilian government initiative to guarantee and improve access to generic medicines.

Glenmark Pharmaceuticals, established in 1977, is a research led API and generic formulations company. It was among the earliest entrants into Brazil as an exporter of branded formulations. Glenmark made its FDI entry into the Brazilian market through the acquisition of Klinger Laboratories in 2004. At the time of acquisition, Klinger had over 20 products registered and marketed in the country. It also had a manufacturing facility in Sao Bernardo do Campo in Greater Sao Paulo.

Maneesh Pharmaceuticals came into existence in 1975 as a small trading facility for biological raw materials and gradually expanded into manufacturing of generics followed by formulation and marketing of breakthrough brands. Led by Vinay Sapte, an electrical engineer, the company made rapid strides in the global arena through a string of acquisitions after 2006. It acquired Lasa Industria Farmaceutica in Brazil to establish a manufacturing base for market expansion.

Unichem Laboratories Ltd was established in 1944. Formulations form the core area of Unichem's business, but the company also manufactures active pharmaceutical ingredients

(APIs or bulk actives) and has a presence in several pharmaceutical products as well. It has global operations in both the developed and developing world. In the LAC region it has a subsidiary in Brazil to focus on the growing demand for generic products in the Brazilian pharmaceutical market.

Sun pharmaceuticals was established in 1983 and is a leading MNE in the API and speciality pharmaceutical segment with 60% of sales from international markets. It used domestic acquisitions to strengthen its home base and following the traditional stage model has grown to have a presence in 30 countries.

Bilcare Research was founded in 1993 as an innovation led solution provider in healthcare. It has three main areas of operation -Pharma Packaging & Research, Global Clinical Supplies and Bilcare Technologies for brand authentication and security. Its international operations spread across all four continents are in a mixed mode. It has manufacturing and R&D plants located in Europe, USA and Singapore and representative offices in various destinations all over the globe and has a wholly owned subsidiary in Brazil.

## **Discussion & Conclusion**

This paper is an initial exploration of FDI from India to the LAC. It was based on a firm level analysis of FDI transactions to LAC between 1991 – 2013 and covered 140 deals – the majority of which (94 %) were between 2000 – 2013.

In terms of entry mode, 49% of the FDI deals were in the form of Greenfield investment as wholly owned subsidiaries, 42% were M&As, 6% were joint ventures and 3% were branch offices.

Brazil has been the recipient of a major portion of Indian investment(36%) followed by Mexico (13%) Argentina (12%), Colombia ( 9%) and Chile ( 5%). In Brazil the pharmaceutical industry has received maximum FDI followed by the IT industry.

Investments have been made by a mix of old and new and large and medium sized MNEs. This

includes firms considered veterans in the industry such as Unichem, as well as leaders like Ranbaxy and relative newcomers such as Claris Lifesciences. In terms of size as well, there is a mix of the large global firms as well as mid sized MNEs like Maneesh pharmaceuticals.

Investment was made through a variety of entry modes – Greenfield, M&A, Joint ventures and Branch offices.

It is interesting to note that the internationalisation path followed by all the MNEs – the veterans such as Unichem and Ranbaxy as well as the mid sized companies such as Maneesh Pharmaceuticals has been a traditional one beginning with exports and then establishing wholly owned subsidiaries or M&A. The LAC region recorded a growth rate of five per cent from 2003 – 08 backed by solid macroeconomic and fiscal management, as well as prudent financial and banking supervisory practices, and huge progress in lowering poverty. In this context India's gradual, but steady, opening to the world economy, its high savings and investment rate, and rapidly expanding middle class, whose demands for western consumer products is growing in leaps and bounds, offer enormous opportunities for expanded international trade and investment. This will need a three pronged strategy : developing joint strategies for trade and investment promotion; working together on infrastructure, competitiveness and innovation; and launching a series of policy dialogues on inter-regional cooperation.

Further research may be directed at exploring the issues related to the motivation behind the FDI from India to the LAC.

## References

- Caves, R.E. (1971). "International corporations: The international economics of foreign investment." *Economica* 38; 1-27.
- Child, J. and Rodrigues, S. (2005). 'The Internationalization of Chinese Firms: A Case for Theoretical Extension.' *Management and Organization Review*, 1(3); 381-410.
- Dib, L., Rocha, A. and Silva, J. (2010) 'The internationalization process of Brazilian software firms and the born global phenomenon: Examining firm, network, and entrepreneur variables,' *Journal of International Entrepreneurship*, 8(3); 233-253
- Dunning, J. (1993). 'Multinational Enterprises and the Global Economy.' Harlow, UK: Addison-Wesley
- ECLAC 2012: "India and Latin America and the Caribbean Opportunities and challenges in trade and investment relations' ECLAC (2012) <http://www.iadb.org/intal/intalcid/PE/2012/09631.pdf>
- GITM Global Investment Trends Monitor (2013). The rise of BRICS FDI and Africa.
- Guillén, M., García-Canal, E. (2009) The American Model of the Multinational Firm and the "New Multinationals from Emerging Economies. *Academy of Management Perspectives*, 23(2), 23-35.
- Hymer, Stephens, (1976), 'The International Operations of National Firms : A Study of Direct Foreign Investment', Boston: MIT Press
- Kindelberger, C.P (1969) "American Business Abroad: Six Lectures on Direct Investment . New Haven: Yale University Press.
- Lall, S. (1983). "Multinationals from India" in S. Lall, ed., *The New Multinationals: The Spread of Third World Enterprises* (New York: John Wiley & Sons).
- Lopez, L., Kundu, S. and Ciravegna, L. (2009) 'Born Global or Born Regional? Evidence from an exploratory study in the Costa Rican Software Industry,' *Journal of International Business Studies*, 40(7); 1228-1238.
- Luo, Y. (2000). 'Dynamic Capabilities in International Expansion,' *Journal of World Business*, 35(4); 355-378.
- Madhok, A. (1997). 'Cost, Value and Foreign

- Market Entry Mode: The transaction and the firm.' Strategic Management Journal, 18(1);39-61.
- Mathews, J. A. (2006). "Dragon Multinationals: New players in 21st century Globalisation." Asia Pacific Journal of Management 23: 5-27.
- Ramamurti, R. (2012). What is really different about emerging market multinationals?.Global Strategy Journal, 2(1), 41-47.
- Thai, M,T; Chong, L. C. Born-global: The case of four Vietnamese SMEs. Journal of International Entrepreneurship, v. 6, p.72–100, 2008.
- Varma, S. (2011).Born global acquirers from Indian IT: an exploratory case study International Journal of Emerging Markets, 6(4), 351-368.
- Varma, Sumati (2010) Changes in Strategic Orientation : A Study of the Indian Pharmaceutical Industry, in Thakur and Singh (ed) How of Strategy, Macmillan India.
- Varma, Sumati (2009). 'International Venturing by IT Firms: A motive analysis.' Journal Of Emerging Knowledge On Emerging Markets, 1(1).
- [http://www.icainstitute.org/ojs/index.php/working\\_papers/article/view/24/11](http://www.icainstitute.org/ojs/index.php/working_papers/article/view/24/11)
- Zhou, L.; Wu, W.;Luo, X. (2007). Internationalization and the performance of born-global SMEs: the mediating role of social networks. Journal of International Business Studies. 38, p. 673-690.

# Paid News in the Indian Media: A deep-rooted malaise

Dr. Surbhi Dahiya and Sachin Arya

**Abstract-** In the context of the strengthening perception on growing incidents of paid news, this study makes an attempt to analyze the various nuances of paid news. This research paper tracks down the blurring boundaries between news, advertisements/advertisorials and highlights the efforts made by individuals and representatives of organizations who have painstakingly chronicled the selling of editorial space for money, especially during elections. This paper particularly attempts to inform the reader(s) about the modus- operandi of paid news in India and examine the impacts of the phenomenon of paid news on the goals of media as a profession and as an industry. The researcher has also compiled the responses of the Indian media, civil society and the state on the new phenomenon of paid news. This study is based both on primary and secondary data. News reports in various newspapers/websites on the subject have been cited in order to understand the phenomenon of paid news in the Indian media. The views/comments of relevant organizations, deliberations in seminars and conferences have been added to assess the institutional responses in India towards paid news.

**Key Words:** Paid news, Indian media, commercialization

## Introduction

News is meant to be objective, fair and unbiased – this is what sets apart such information and opinion from advertisements that are paid for by corporate entities, governments, organizations or individuals. What happens when the distinction between news and advertisements starts blurring, when advertisements double up as news that have been paid for, or when 'news' is published in favour of a particular politician by selling editorial spaces? In such situations, the reader or the viewer can hardly distinguish between news reports and advertisements/advertisorials.

Of late, the emerging dominant trends in the media industry especially profit prioritization has its impacts on the goal of the media. Under the driving influence of commodification of news, editorial contents are being sold like other commodities. This commercialization of the media content in India is manifested in the phenomenon of paid news, having far-reaching implications. Making profit its priority forces the media to compromise on its primary goal of providing information on events of public importance in a fair, objective and unbiased way, thus diluting its social mission, thereby it ends up in lowering its credibility and hence the

societal support for its freedom.

## What is paid news?

The term is used to describe a situation where a newspaper/television channel or media house signs a deal with an individual candidate, agrees to publish a combination of advertisement and laudatory news items about the candidate, assures him/her a fixed quantum of coverage and, for an additional fee agrees to run a negative campaign against or completely black out his/her rivals. Sometimes such 'packages' are offered to a party.

The deception that such 'paid news' involves takes place at three distinct levels:

- 1) The reader or the viewer is deceived into believing that what is essentially an advertisement is in fact, independently produced news content.
- 2) Moreover, candidates contesting elections do not disclose the true expenditure incurred on campaigning thereby violating the Conduct of Election Rules, 1961, which have been framed by, and are meant to be enforced by, the Election Commission of India under the Representation of the People Act, 1951.
- 3) The concerned newspapers and television channels usually receive funds for 'paid news' in

cash and do not disclose such earnings in their company balance sheets or official statements of accounts. Thus, by not accounting for the money received from candidates, the concerned media company or its representatives are violating the provisions of the Companies Act, 1956 as well as the Income Tax Act, 1961, among other laws.

### **Modus-operandi:**



Tanmoy Chakraborty, *OUTLOOK*, December 21, 2009

The entire operation is done secretly. This malpractice has become widespread and now cuts across newspapers and television channels, small and large, in different languages and located in various parts of the country. What is worse, these illegal operations have become 'organized' and involve advertising agencies and public relation firms, besides journalists, managers and owners of media companies. Marketing executives use the services of journalists – willingly or otherwise – to gain access to political personalities. So-called 'rate cards' or 'packages' are distributed that often include rates for publication of news items that not merely praise particular candidates but also criticize their political opponents. Candidates who do not go along with such 'extortionist' practices on the part of media organizations are denied coverage.

Sections of the media in India have willy-nilly become participants and players in such practices

that contribute to the growing use of money power in politics which undermines democratic processes and norms – while hypocritically pretending to occupy high moral ground. This has not merely undermined democracy in India but also tarnished the country's reputation as foreign newspapers have started writing about, and commenting adversely on such abhorrent practices.

In the area of political 'paid news', given the illegal and clandestine nature of such malpractices, it is not easy to find the clinching evidence that pins responsibility for such practices on particular persons and organizations. There is however, a huge volume of circumstantial evidence that point towards the growing use of the media for publishing 'paid news' which is form of electoral malpractices. Identical articles with photographs and headlines have appeared in competing publications carrying bylines of different authors around the same time praising candidates' claiming that both are likely to win election. Nowhere is there any indication that the publication of such 'news' reports has entailed financial transaction or has been sponsored by certain individuals or political parties.

### **How editorial space was compromised by political 'paid news':**

Innumerable complimentary 'news' reports and features articles on representatives of political parties, including candidates who have been contesting elections, have appeared in newspapers and broadcast on television channels across the country in the run-up to the April-May, 2009 Lok Sabha elections as well as the September-October, 2009 elections to the state assemblies of Maharashtra and Haryana. No disclosure was made before such 'news' was printed or broadcast, that money had changed hands between the concerned candidate or political party to which he/she belongs and the owners/representatives of media organizations.

Such malpractices have destroyed the credibility

of the media itself and are, therefore, detrimental to its own long-term interests. It needs to be noted in this context that so long as journalists (in particular, those who work in rural areas) are paid poverty wages or are expected to earn their livelihood by doubling up as advertising agents working on commissions, such malpractices would go unabated.

### **The 'Medianet' and 'Private Treaties' phenomenon:**

In pursuing its quest for profits, it can be argued that certain media organizations have sacrificed good old journalistic practices and ethical norms. Individual transgressions – reporters and correspondents being offered cash and other incentives, namely paid-for junkets at home or abroad in return for favourable reports on a company or on an individual – were, until recently, considered more of an aberration than a norm. News that was published in such a manner was suspect because of the fawning manner in which events/persons were described while the reports gave an impression of being objective and fair. The byline of the journalist was stated upfront. Over the years such individual transgressions have become institutionalized.

Politics, however, is just one part of the growing 'paid content' menace. The practice is more rampant among advertisers, who are ever anxious to catch consumers off guard. "And what better way of breaking into their mind space than disguising their brand messages as news, which is more credible and convincing than raw advertising," says Santosh Desai, managing director and CEO, Future Brands, the custodian of various brands owned by the country's largest retailer Future Group, according to a report.

No points for guessing that such content is priced at a premium, ranging from 10 % to 100%, vis-à-vis regular ad rates and media owners, some driven by their ambition to grow bigger and others by fear of extinction, have taken the route with no qualms of conscience. The result has been the emergence of practices such as private treaties. Launched by Bennett, Coleman and Co. Ltd. (BCCL) in 2002, the practice – which

involved deals with potential advertisers, who could not afford expensive mainstream advertising, in return for equity shares in their companies – was initially disparaged by rivals but in the last two years, several of them have joined the bandwagon. Shiv Kumar, CEO, Times Private Treaties, says his clients get no undue editorial coverage in any of the BCCL publications, but there have been reports in the past with some evidence to prove that such clients wield influence outside the advertising space as well.

Desai, whose company is a private treaty client of BCCL, says the bigger issue is not whether private treaty clients manage to trespass into the editorial space. "The operative factor for me is that when news space is up for sale – and we all know that it is through private treaties or other arrangements – there will be buyers for it, especially, when it serves their needs."

Meanwhile, according to Shiv Kumar, who heads BCCL's private treaties division, "the business is going strong" and in the past when the economic downturn was at its peak and advertising spends had been drastically cut by most companies, he managed to sign 30 to 40 new clients.

"The other arrangements" that Desai refers to, include businesses such as Optimal Media Solutions (OMS), again floated by BCCL. OMS, as evident by the name, provides media solutions other than regular advertising to companies and also runs a public relations division, Medianet. Some of the solutions provided by OMS include displaying promotional contents as part of editorial content. At least two Mumbai-based leading companies admitted that they have been using the service. When asked if a more than a year-long series of articles on its premium skin care brand Olay in *Delhi Times*, the city supplement of *The Times of India*, was part of its paid marketing campaign, a spokesperson for Proctor & Gamble, India said: "It is well known. It is paid for. .It is a marketing initiative.."

### **Reports on “paid news”:**

The phenomenon of paid news has received public attention and has prompted a debate at various platforms. Some of the deliberations on paid news are reproduced here which would help the reader(s) make informed judgments on the emerging phenomenon.

#### **Press Council of India on Paid News:**

In July 2009, the watchdog of the print media industry, PCI, constituted a two member sub-committee to examine the paid news phenomenon. After considering written and oral representations made by over a hundred people over a period of more than six months, a report running into roughly 36,000 words was presented to the Council. The report of the sub-committee mentioned scores of instances of paid news, named names and detailed the phenomenon, before making several diverse proposals that could curb malpractices in the media.

The events that followed the submission of the PCI sub-committee's report in April, 2010, need to be recounted. The Council's then Chairman Justice G.N. Ray appointed a "drafting committee" which prepared a shorter report (running into roughly 3,600 words or a tenth of the length of the sub-committee's report) that, by and large, contained the concluding observations and recommendations of the sub-committee. On 31 July that year, the Council decided by a show of hands of the members present and voting that the full report of the sub-committee would not be appended with the report that would be presented to the Ministry of Information & Broadcasting. The voting process itself left much to be desired. No formal record of it was made and no votes for or against were recorded. Twenty four of the thirty members in the PCI (including its chairman and secretary) attended the 31 July meeting – making it one of the most attended meetings of the Council. Twelve members opposed the sub-committee's report being attached to the final report, and three abstained. Only nine members of the PCI, less than a third, voted in favour of the proposition. The result was that the 36,000 word indictment of the corrupt

practices of a section of the Indian media contained in the sub-committee's report was sought to be reduced to a footnote, as a document for 'reference'.

#### **Discussion of 'Paid news' in Parliament:**

On March 5, 2010, the Rajya Sabha took up a discussion on paid news on the basis of a calling attention motion moved by Sitaram Yechuri of the Communist Party of India – Marxist, in which the Union Minister of Information and Broadcasting Ambika Soni and the Leader of the Opposition in the Rajya Sabha, Arun Jaitley of the BJP participated. Here are excerpts from their speeches.

Yechuri stated paid news was “not merely a serious matter influencing the functioning of a free press, but it is an issue that also concerns the future of parliamentary democracy in India”. He added: “The health of our democratic system rests on the inviolable principle of sovereignty being vested with the people. The people's representatives, through the legislative bodies, exercise vigilance on the government or the executive thereby making it accountable to the people. The sovereignty of the people, therefore, is established through this system and this inviolability is crucially dependent upon unbiased information and the proper news that the people receive. So, the role of the Fourth Estate or the media has always been very crucial in disseminating unbiased information to the people and helps them understand the policies that are involved in governance as also to decide as to who would be capable of effective governance in the country. So, this is an issue that not only affects the media or the Fourth Estate but it also affects the future of parliamentary democracy in our country....providing access to unbiased, unfiltered and objective news or information is the role that media is supposed to play. This comes under very severe strain with the emergence of the paid news syndrome.”

“....A serious effort needs to be made to ensure probity and accountability on the part of media houses. As per reports, the size of the 'paid news'

market in Andhra Pradesh in the elections in 2009 alone was over Rs 1,000 crore (this is a very gross underestimation). In Maharashtra, which is the cradle of 'paid news', the size of the market has reached a figure of some thousands of crores. It was for this reason that I said on some other occasion that elections in India are the single largest stimulus for the economy."

Jaitley said: "Today, 'paid news' is passed on to the viewer/reader without even mentioning that this is just another form of 'advertisement' and is nothing more than propaganda; and if the gullible viewer or reader is asked to absolve that, that affects the human mind. When we grow in terms of economy, let us not forget that while *industries can shape the economy of the country, media will shape the human mind*. Therefore, those who are in a position to pay more for this adulterated information are shaping the human minds in this country accordingly. No student of constitutional law will ever tell you that 'paid news' is free speech. At best, it could be trade, it could be business, and, therefore, the government has to take this out of the arena of free speech and put it in the arena of business or trade, all in public interest, rather than leaving it in the hands of the toothless wonder called the Press Council of India.

"The world over, regulators have now started a new system. Prosecutions take years and years and nobody is scared of them and so the regulators hear these matters and deterrent penalties are imposed. Look at the competition law. If somebody is accused of cartelization, the penalty will be ten times the volume of business. So, it may be Rs 50 crore or Rs 100 crore. In the case of media organizations, you need not be so harsh; it could be lesser. But certainly, it has to be a deterrent penalty. In the case of (a) candidate, it has to be an offence under election laws of the world.... (The phrase) 'corrupt practice' must be amended in the Representation of the People Act and this should be a ground for setting aside the election and disqualifying the candidate and if parties indulge in this...there must be action against this.

Soni stated: "In recent months, there have been a number of media reports that sections of the print and electronic media have received monetary considerations for publishing or broadcasting news in favour of particular individuals or organizations or corporate entities, what is essentially 'advertisements' disguised as 'news'. This has been commonly referred to as the 'paid news syndrome'. It has been reported that the owners of some media organizations have financial relationships, including shareholdings, with advertisers.

Further, cases have been reported wherein identical articles with photographs and headlines have appeared in competing publications carrying bylines of different authors or sometimes even without bylines, around the same lime. On the same page of specific newspapers, articles have been printed during elections, projecting rival candidates, both as winning candidates! While it is widely agreed that it is not easy to find proof for such malpractices, there exists strong circumstantial evidence.

"This phenomenon of 'paid news' is therefore, a serious matter as it influences the functioning of a free press. *The media acts as a repository of public trust for conveying correct and true information to the people.*

However, when paid information is presented as news content, it could mislead the public and thereby hamper their judgement to form a correct opinion.

Thus, there is no denying the fact that there is an urgent need to protect the right of citizens to correct and unbiased information. It is important that all sections of society should introspect on this issue as it has wide-ranging implications for our democratic structure."

#### **Parliamentary Committee Acknowledges the 'Paid News' Problem:**

On May 6, 2013, the Parliamentary Standing Committee on Information Technology headed by Rao Inderjit Singh released a report dedicated

to 'paid news'. The 136-page report largely repeats what has been already stated by various observers of the 'paid news' phenomenon. Nevertheless, the document is valuable and progressive as it is a consensus document in which elected representatives have explicitly acknowledged the problem and urges the Ministry of Information and Broadcasting to earnestly begin working towards a solution.

#### **Deliberations on 'Paid news' at seminars and conferences held:**

- 1- In his inaugural address at a workshop on "Parliament and Media" that was held on November 4, 2009 at the Parliament House Annex, New Delhi, the Vice President of India and Chairman, Rajya Sabha, Hamid Ansari said that the explosive growth in the media in the country had highlighted the fact that the Fourth Estate is the only one among the pillars of democracy that has an identifiable commercial and explicitly for-profit persona. He said that while the primary professional duty of media organizations is to their readership to keep them informed and apprised with news, views and ideas, the commercial logic brings in a new set of stakeholders in the form of the shareholders of these companies.

"These developments have brought into focus new considerations that guide professional media decisions. Today, the demands of professional journalists are carefully balanced with the interests of owners and stakeholders of media companies and their cross media interests. The interplay of these conflicting demands is evident and subject of public debate."

- 2- Speaking at a seminar organized by the Press Council of India on November 16, 2009, at Hyderabad to commemorate the National Press Day, the Chief Minister

of Andhra Pradesh Shri K. Rosaiah referred to the "paid news" phenomenon and said "a dangerous tendency that has been gaining ground is the resort to what is described as paid coverage especially during elections". He added: "Advertisements paid for in cash by different parties or candidates are being published or telecast, camouflaged as news and features. Sections of the media guilty of such practices are undermining democracy either wittingly or unwittingly. A candidate with immense money power can create an illusion through media that he is winning and influence voting behavior since people are given to bet on a winning horse."

The Chief Minister further said: "I would not be true to myself, the people of the country and Press Council of India if I do not draw the attention to the growing nexus between journalists on one hand and politicians, businessmen and other celebrities on the other, I am told there is a price for everything. And it is a win-win situation for both sides." Turning to the Chairman of the Press Council of India, Justice G.N. Ray, who was presiding over the seminar, he said: "I appeal to the Press Council of India to arrest such media aberrations since any government intervention in media freedom will be a remedy worse than the disease."

- 3- At a seminar organized by the Editors' Guild of India, the Indian Women's Press Corps, the Press Association and others on "paid news" in New Delhi on March 13, 2010, leaders of the Congress, the BJP and the CPI-M condemned the malpractice of "paid news" and suggested that the Representation of the People Act be amended to declare "paid news" as an "electoral malpractice". Leader of Opposition in the Lok Sabha Sushma Swaraj (BJP), CPI-M general

secretary Prakash Karat and Congress spokesperson Shri Manish Tewari called for steps to check the malpractice of “paid news”, which had been widely witnessed in the run-up to the fifteenth general elections held in 2009.

Karat said that self-regulation by media would not be enough to solve the problem and hence suggested that “paid news” be declared an electoral malpractice. He also said that “the Election Commission cannot take any action unless the Representation of the People Act is amended.” He added that “if existing laws do not allow this, then suitable changes can be made” while noting that the model code of conduct for elections does not cover the problem. He said that a major hurdle in checking the “paid news” syndrome was that there was no record of money exchanged in the deal. Those who paid money should also be held accountable, he said. Karat’s suggestion of declaring “paid news” as an electoral malpractice was supported by Swaraj and Tewari.

Swaraj said that in her own constituency of Vidisha in Madhya Pradesh, her own media officials had told her how they had been offered a “package of up to Rs one crore by a media organization” to publish “news” in her favour and print her campaign photographs. “I rejected them all,” she said, adding that this phenomenon had become institutionalized over the years.

Tewari said that there was a need to address the “contradiction between freedom of press and the freedom of the owner of press”. Stressing self-regulation for the media, he also called for giving statutory basis to the model code of conduct for elections and said that he too would provide details to the Election Commission of India if asked for.

Tewari said that there was a need to address the “contradiction between freedom of press and the freedom of the owner of press”. Stressing self-regulation for the media, he also called for giving statutory basis to the model code of conduct for elections and said that he too would provide details to the Election Commission of India if asked for.

Election Commissioner S.Y. Quraishi, who was also present at the seminar, said the Election Commission only had powers when elections were taking place when it could “roar like a tiger”. It was up to legislators to use their power to halt the menace. He promised that the Commission would augment its own machinery, but pointed out that only circumstantial evidence had been put forth so far. There was no transactional evidence that would hold up to legal scrutiny, he said, adding that no political party had made a formal written complaint to the Election Commission as yet.

- 4- To mark World Press Freedom Day on May 3, 2010, the United Nations Information Centre, in association with the Rai Foundation and India International Centre, organized a panel discussion titled: Press Freedom: Fettered by Paid News?

A distinguished panel of editors and media analysts discussed the phenomenon of ‘paid news’ and its implications. The panelists included B.G. Verghese, N. Bhaskara Rao, Sumit Chakravarty, Pankaj Pachauri, Pamela Philipose. The discussion was moderated by R. Sukumar, Editor, MINT.

The discussion began with the participants setting out the problem. All

of them acknowledged that the phenomenon of paid news had been around for a long time but had now been "institutionalized". Some felt that the recent recession had helped trigger the paid news process.

Verghese observed that in the 1990s, when the press was 'de-regulated', it saw a surge in advertising, resulting in increased competition, a proliferation of newspaper editions, and the weakening of editorial control. Pachauri also felt that increased competition and low profitability had led to a spurt in paid news'.

Bhaskara Rao, however, argued that paid news had nothing to do with global economic ups and downs, nor was it a recent phenomenon.

Philipose said 'paid news' was part of a trend in which the media had narrowed its focus to the top two quintiles of the population. The distinction between reader and consumer had been erased, she added.

All agreed on the need for enforceable norms and standards, although they differed on the nature and extent of regulation. Verghese suggested the Press Council of India be given more teeth, i.e. contempt powers and the power to summon. Chakravarty said that self-regulation would not be adequate and that laws were required to deal with the problem. He stressed, however, that while 'paid news' violated electoral laws, company law and the Income Tax Act, any complaint made under such laws would have to withstand legal scrutiny.

Pachauri suggested that publications could consider having a 'paid news' section so that its readers would not be misled. He also favoured regulation by a government body with judicial powers.

Transparency, he remarked, would have to be 'enforced'. Philipose, on the other hand, felt that self-regulation 'should be the norm', and that while she was not against external regulation, it would need a 'thinking' regulator, one that would take into account the nuances of regulating something as varied and complex as the Indian media.

### **Observations:**

The concept of "paid news" introduced by some lecherous news organization has put the Indian media in a very peculiar and embarrassing situation. Except some, Indian media organizations are devoid of any form of social responsibility. It is perhaps no surprise that there exists a sophisticated persuasion industry, spanning politics, business, sports and entertainment, which aims to use the media as brand battle ground – to shine a politician's image right before an election, to provide publicity for a movie – and do it sneakily, pretending to be straight piece of news.

There is an entire range of such insidious practices, from private treaties to advertisements in return for buying up newspapers and inflating circulation, besides more complex kinds of implications – impacting both reportorial and editorial fronts. For too long, much of the mainstream media in India has gotten away with prissy exhortations to transparency, responsibility and ethics even as their own marketing departments are busy shelling.

To be fair, many newspapers and TV news networks have instituted a set of norms, but they need to be held to their word. Sections of the media that are complicit in this selling might feel clever about the way it swells their coffers, but are oblivious to the way it imperils their foundations.

At a time when media outlets are staving off the avalanche of amateur content and trying to convince the world how desperately it needs them – that journalism is a vital tool for public

trust, a must for a full throated democracy – this is exactly the kind of practice that punctures the grand talk.

The politician is smart and knows that the freedom of the press in India is not specifically mandated or guaranteed, either by the constitution or any specific laws.

Though the phenomenon of widespread practice of “paid news” has been verbally confirmed and vindicated by politicians and campaign managers of political parties, there is no recorded documentation that would firmly establish that there has been exchange of money between media houses/advertisement agents/journalists and politicians/political parties. The problem in establishing the practice of “paid news” is simply one of obtaining hard proof or conclusive evidence. However, the huge amount of circumstantial evidence that has been painstakingly gathered by a few well-meaning journalist(s), like P. Sainath, goes a very long way in establishing the fact that the pernicious practice of “paid news” has become widespread across media (both print and electronic, English and non-English languages) in different parts of the country.

The basic ethos of our society are being weakened, step by step, by striking the hammer at the very remarkable institutions which uphold our much acclaimed Indian culture. Our media is on the verge of sabotaging the trust reposed by the citizens of India. What is the way out when so-called guardian of democracy fails completely?

### Suggestions:

a) *Disclosure practice*: This should happen at two levels. One, news media must state any conflict of interests in the course of news coverage and presentation. Two, the media should also disclose their own ethical code or standards. They should indicate the responsible person for such disclosures periodically, like the reader's editor, ombudsman or a panel of internal and external experts. The disclosures should also be of revenues, linkages with other industries and corporates, and shareholding in other media.

b) *Redressal arrangements*: Complaints about any aspect of media operations have positive implications – for content. There should be some provision for readers and viewers to “write back” or “talk back” and for an explanation in turn by person responsible in the news media.

The Reader's Editor of *The Hindu* has set a good precedent in taking note of complaints and explaining wherever necessary. News media should promote such arrangement so that readers and viewers are aware of it.

c) *Dependence on ratings/rankings*: They are by corporate instruments, not editorial ones. Discussions on the pros and cons of this syndrome need to be encouraged and promoted so that more reliable and relevant criteria can be evolved in such a way that the credibility of the news media is retained.

d) *Media watch*: Academic bodies, independent research agencies and civil society groups should be encouraged to monitor media contents and articulate their views from time to time. Several such media watch groups are needed in the country.

e) Governments media campaigns, other than on specific occasions, should be discouraged six months before elections.

f) It should be mandatory for all candidates/political parties to fully disclose their equity stakes and/or financial interests in newspapers/television channels on which news about their candidates/parties as well as interviews with candidates and/or representatives of the political parties are published or broadcast. If a candidate is being interviewed or given positive publicity on a particular newspaper/television channel, the association (financial or otherwise) of the candidate with the newspaper/television channel if any must be disclosed to the reader/viewer.

g) Section 123 of the Representation of the People Act, 1951, should be amended by Parliament to make the practice of paying for

All these initiatives would, to an extent, curb the phenomenon of “paid news”.

## References

Paid news is bad news' (2010, July 29), *The Indian Express*, pg 9.

Sainath, P. (2010, June 19), Private Treaties harm fair, unharmed news: SEBI, *The Hindu*, pg 11.

Sainath, P. (2010, April 22), Paid news undermining democracy: Press Council Report, *The Hindu*, pg 9.

Gupta, Shekhar, (2010, April 3) Noose media, *The Indian Express*, editorial page.

Natarajan, Jayanthi (2010, march 29), Paid news syndrome, *The Asian Age*, pg 6.

Parties for amendment to Act to declare paid news an electoral malpractice (2010, March 14), *The Hindu*.

Rao Bhaskara, N. (2010, January 20) Paid news, a deep-seated malaise, *The Hindu*, editorial page.

Joshua, Anita (2009, December 23), Editor's Guild denounces practice of “paid news”, *The Hindu*, pg 1.

Story selling, (2009, December 14), *The Indian Express*, editorial page.

Shukla, Archna (2009, December 6) News, Sponsored, *The Sunday Express*, pg 11.

Thakurta, Paranjoy Guha & Uppaluri, Ujwala, Paid news in India's media: An intractable problem or are there signs of hope?, 2013

<http://www.outlookindia.com/article.aspx?266542>

# Guidelines for contribution

## @ Manuscript submission

The full Text papers/articles should be of about 5000 words length. Such papers should submitted by the author(s) through e-mail in Word file or posted/couriered to the Editor, *Intellectual Resonance*, Delhi College of Arts and Commerce, University of Delhi, Netaji Nagar, New Delhi-23.

## @ Peer review.

All Research papers/ articles will be sent for peer review.

## @ Terms of submission

The manuscripts must be submitted on the understanding that they have not been published elsewhere and currently are not under consideration by any other journal. Only those manuscripts that present the results of original research and analysis are accepted for publication.

## @ Title and Authorship Information

The following information should be provided along with the manuscript

- Complete title of the paper
- A note about the author(s) not exceeding fifty words
- Complete institutional and addresses of the author(s)
- E-mail Id
- An abstract of the Full Text papers without citation, in about 200 words

## @ Manuscript format and Style

The manuscript should be submitted in an original word file.

Do not use "styles"-instead use the simple formatting "bold" or "italic"

Please use 12-point font for the article (times New

Please mail your articles at **intellectualresonance@gmail.com** or send a hard copy to  
The Editor, *Intellectual Resonance*, Delhi College of Arts and Commerce, University of Delhi, Netaji Nagar, New Delhi-23.

Please submit a declaration that the work is original and unpublished.

Roman)

Use single spacing throughout

No footnotes please-instead use endnotes.

All figures, images, tables etc. should be embedded into the original file.

All figures and images should be cited in the manuscript in a consecutive order.

Tables should also be cited consecutively in the text. Each table must have a descriptive title and if numerical measurements are given, the units should be included in the column heading.

## @ References

It is the responsibility of the author(s) to ensure that information in each reference is complete and accurate. All the references in the text should be numbered consecutively in superscripts and their details should be given consecutively at the end of the paper. The references should be cited

with the surname of the author(s), followed by the name(s), the title of the paper in single quotes, the title of the journal in italics, volume and issue numbers, and the year of publication and the page numbers of the article. In case of a book, the surname(s) and name(s) of the author(s) should be followed by the title of the book in italics, name of the publisher, the year of publication and the concerned page number. In the event of report from an organization, the name of the organization should be cited in the place of author.

## @ Acknowledgements

All acknowledgements (if any) should be included at the end of the manuscript, before the references. List here those individuals who provided help during the research.



Published and Printed by:

**DELHI COLLEGE OF ARTS AND COMMERCE  
(UNIVERSITY OF DELHI), NETAJI NAGAR, NEW DELHI-110023**

Phone : 011-24109821,26116333 Fax : 26882923

e-mail : [intellectualresonance@gmail.com](mailto:intellectualresonance@gmail.com) Website-<http://www.dcac.du.in>

© Intellectual Resonance

The views expressed in the articles are those of the authors

Printed at: Xpress Advertising, C-114, Naraina Industrial Area, Phase-I, New Delhi-28