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A SECOND COLD WAR IS IN THE OFFING

It could be read from the recent global political climate that confrontational strategies and diplomatic policies have been emerging largely to take control of the world affairs by the so called global superpowers. The rising tensions between a declining superpower under an adventurist President and its resurgent rivals China and Russia trigger fears of a big power confrontation. The nation states are anxiously watching the result of the power games and resultant power equations of the super trio.

The United States has been losing its status as the strongest superpower in the recent years. The rise of the economic and military powers of Russia and China has challenged the unipolar system that the United States has been maintained since the end of the Cold War. There is a growing consensus internationally that the world is in the threshold of a second Cold War. Recently, the tensions between the US and Russia due to expulsion of each other's diplomats has urged the United Nations Secretary General Antonio Guterres to stress on the revival of the Cold War channels of communication. Another strong signal of an impending Cold War is the Donald Trump administration's resolution to increase the already large American nuclear arsenal and use them more permissively. Subsequently, Russian President Vladimir Putin announced development of new nuclear and missile systems which have the capability to pierce missile shields of U.S defence systems. The second leading power of the world, China has lifted the two term restriction on presidential terms specifically for President Xi Jinping, who is the architect of China's ambitious policies.

China and Russia have confirmed their united position on international issues and indicated of being a united front against attacks on them. Also, Putin and Xi have agreed to replace the U.S dollar with a gold standard as the reserve currency for trading. The Russia-China alliance has established systems for global trade bypassing dollar. Consequently, the closer alignment of these neighbouring countries has resulted in changing international politics to the disadvantage of U.S and its allies. The two leaders have coordinated positions on the global affairs and are visible in UN Security Council exercising their vetoes. Their desire to shift the center of global power towards East will definitely bring more balance in the international affairs.

Prof. Dr. J Rajan
Chief Editor

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YOUTH ENTREPRENEURSHIP - CHALLENGES IN KERALA

***Aneesha P. Chellappan**

Abstract

Entrepreneurship is the attempt to create value through recognition of business opportunity, the management of risk taking appropriate to the opportunity and through the communicative and management skill to mobilize human, financial, managerial and material resources necessary to bring project to function. Hence it needs professional application of knowledge, skills and competencies to start an enterprise or diversifying from an existing one.

Youth is considered to be the future of every nation. Youth is the stage of life when a person has dreams and hopes. They have high aspirations and energy. In the present scenario business creation and development of entrepreneurial culture are the alternatives for the youth since they face the problem of unemployment and under employment. The young people face challenges in connection with setting up of their enterprises. They can develop only through various support systems by the supportive environment. The present study tries to analyses the major difficulties faced by the youth to start up their venture.

Key Words: *Youth entrepreneurs, Support mechanism, Entrepreneurship.*

1. Introduction

One of the major problems that exist in Kerala is unemployment. The state records the highest unemployment among the Indian state. Only two small states viz; Nagaland and

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Tripura have a higher unemployment rate than Kerala. Unemployment in Kerala is found to be over three times the all India average. In such a situation here is the need for developing entrepreneurial culture among youth in our country. Entrepreneurship helps to provide possible solution to the problem of unemployment. In India entrepreneurship provides great opportunities for self-employment among youth both in rural and urban areas. Finance is the major hindrance of growth of youth entrepreneurs. Lack of finance is the major issue in connection with start up by youth entrepreneurs since it has an inter-related effect on the other functions related to business operations. The major problems faced by youth entrepreneurs are Lack of awareness of the support mechanism, Difficult documentation, Lack of access to startup finance, Lack of specific schemes for youth entrepreneurs, Negative attitude towards youth entrepreneurship by society, Lack of entrepreneurship education, Administrative and bureaucratic hurdles and Lack of business support in the form of mentoring, business networking etc.

2. Statement of the Problem

The development of a nation depends on the pace of the industrialization in that country. Industrialization means the development of the country in terms of resource utilization, employment generation, increased standard of living and balanced regional development. It is an indicator of the prosperity and progress of a country. But the economic development of any nation depends upon purposeful human activity, that is, upon entrepreneurial activism. Entrepreneurship is considered to be a solution for generating employment, creating wealth and providing new and better goods and services.

Entrepreneurship development has special significance with reference to Kerala. Approximately, Kerala is a hundred per cent (93.91 % as per 2011 census) literate state, acclaimed worldwide for its achievements in the social sector, particularly in the education and health indices, ironically has the highest rate of educated unemployed. According to the Kerala State Entrepreneurs Self Development Mission (KSSEDM), the educated youth are still reluctant to set up enterprises of their own and the registered youth in this mission are few. They lack the courage to startup because the complexities in connection with getting the startup assistance from the government side and the society too. Hence, the study is made an attempt to identify the major challenges faced by the youth entrepreneurs in Kerala.

3. Significance of the Study

Entrepreneurship in Kerala occupies a significant position in the industrial scenario. It creates employment opportunities, efficient utilization of scarce resources, encouraging

balanced regional development, effective mobilization of skill and capital, creation of backward and forward linkages and so on. Youth Entrepreneurs are substantially under-represented in enterprise ownership relative to their population. The government agencies take efforts for the enhancement of the entrepreneurs to boost the manufacturing sector through subsidies and other supports. In spite of all the supportive mechanisms, the educated youth are still reluctant to set up enterprises of their own. This shows the very significance of the present study.

4. Scope of the Study

The study included the youth entrepreneurs registered under MSME with the Directorate of Industries and Commerce in Kerala. Primary data collected from three zones, like South (Thiruvananthapuram), Central (Ernakulum) and North (Kozhikode) according to the highest number of registered units in each zone.

5. Objective

The main objective of the study is to analyses the major difficulties faced by the youth to start up their business unit.

6. Methodology

The present study is descriptive and analytical in nature based on primary and secondary data. Required primary data were obtained from 100 youth entrepreneurs in Kerala. Secondary data were collected from various journals, books, annual reports, published thesis, various websites etc. A well-structured interview schedule is the tool used for collecting data from the respondents. Purposive sampling technique is used for selecting the sample size and SPSS K-related Friedman test is applied to analyzing the problems.

7. Review of Literature

Daisy¹ (2012), states that human resource development aspect of entrepreneurship development programme too lack its depth. There are enough promotional measures to entrepreneurs like programs, policies, government schemes or initiatives, but all such efforts lack an entrepreneurial spirit. And the various agencies engaged in entrepreneurship development activities could not understand the genuine need of such activities, they are engaging in them with a 'for the sake' attitude.

Kochadai² (2011), found that entrepreneurial competency is high among those respondents who had some of their family members or friends also engaged in some business

activities compared to first generation entrepreneurs. He also found that the backward community entrepreneurs have higher attitudinal and behavioral competencies, but they lack managerial competencies. Therefore he suggests that to provide necessary training and orientation in the area of managerial competency in order to ensure that their sustenance in the industry and commerce would be highly encouraging.

Prasad³ (2007), states that the reason for the variations in the level of socio-economic conditions among tribal households imply unequal opportunities of the support system for them. And the empowerment and development of the tribal's ultimately depend on their active involvement in development and decision making.

Santha⁴ (2007), the study revealed that most of the women entrepreneurs in Kerala faced financial problems and the basic financial problem of the women entrepreneurs in Kerala and Tamil Nadu is liquidity and non-availability of credit. Lack of collateral security is the basic reason for not getting adequate credit from financial institutions. Majority of the women entrepreneurs in Kerala and Tamil Nadu were utilizing their personal savings to solve their financial crisis. So the researcher suggests that to formulate liberalized loan schemes for women entrepreneurs.

Valasala⁵ (2007), the study found that the entrepreneur in Kerala have been facing a number of Social, Economic, Managerial, Technological and marketing problems in their units. Considering the decisive role of the sector the government has to give attention and take reasonable steps to improve the performance of small scale sector in Kerala.

Gopakumar⁶ (2005), in his study, *Role of Institutional Finance in the Development of Small Scale Industries in Kerala*, states that the financial agencies providing better backgrounds of SSI units in the rural area, because, there is a scope for flourishing the entrepreneurship. He also suggests that a proper monitoring mechanism with the Government to see whether the scheme is implementing in its full spirit, the benefit is reaching to genuine entrepreneurs are able to register a progress and a state level marketing consultancy organization should be set up to minimize product failure.

8. Youth Entrepreneurship

United Nation defines 'Youth' as those between 15-24 years of age. According to the National Youth Policy 2003 of India "youth" has been defined as people in the age group of 13-35 years. The Prime Minister Rozgar Yojna (PMRY) has targeted educated unemployed youth between the age group of 18-35 years. Directorate of industries and commerce defines youth entrepreneurs as the entrepreneurs aged between 18-45 years.

For that reason, in this research “youth” is defined as any person aged between 18-45 years of age and ‘youth entrepreneurship’ is defined as the “practical exercise of enterprising qualities, such as innovation, initiative, organizing skills and risk-taking into the work environment using the required skills necessary for success in that environment and culture’.

Entrepreneurship is the risk-taking ability of the individual, broadly coupled with correct decision making. An enterprise finds manifestation in different ways. The capacity to take risk independently and individually with a view to making profits and seizing an opportunity to make more earnings in the market-oriented economy is the dominant characteristic of modern entrepreneurship.

9. Key challenges faced by youth entrepreneurs.

The following are key problems faced by the youth entrepreneurs.

1. **Lack of awareness of the support mechanism:** Youth entrepreneurs lack awareness about the support mechanism provided by the government and other institutions for promoting them. They do not make use of the services offered by the government agencies due to unawareness.
2. **Difficult documentation:** The conditions and procedures for granting the financial assistance and other services are very difficult. Usually the time taken for procuring and sanctioning of the financial assistance offered by the government institutions is too long.
3. **Lack of access to start up finance:** Young people are rich in aspirations, self-confidence and the courage to start the business but they lack finance. Every business needs finance to manage the business smoothly. Non availability of sufficient startup finance is one of the most significant problems to young people seeking to create their own enterprise. Lack of finance is considered as the severe issue than any other problems in connection with business or the unfavourable economic climate.
4. **Lack of specific schemes for youth entrepreneurs:** There are a number of promotional measures offered by the government institutions for the development of entrepreneurship in our state. But the youth are still reluctant to set up their business units. The non-usage of these support services by the young people because as they are not fit for the specific needs of them.
5. **Negative attitude towards youth entrepreneurship by the society:** Religion can shape the values and beliefs of a person and have an influence on entrepreneurial behaviour generally and the nature and the type of business in particular. Culture also has

significant influence on entrepreneurial behavior. Social perceptions and observed legitimacy of entrepreneurship also an important element in helping of hindering entrepreneurial behaviour.

6. Lack of entrepreneurship education: Entrepreneurship education is crucial in assisting young people to develop entrepreneurial skills, attributes and behaviours as well as to develop enterprise awareness, to understand and to realize entrepreneurship as a career option.
7. Administrative and bureaucratic hurdles: Government regulations and bureaucratic formalities are one of the major difficulties faced by the youth entrepreneurs to startup their venture and prevent them to enter into the formal sector. Unsupportive tax system, business registration procedures and costs are coming under this problem.
8. Lack of business support through mentoring, counseling and business networks: Support mechanisms including mentors, business networks are needed for the young entrepreneurs obtain in the startups and new business phases better for creating them successful and sustainable.

Out of the 8 problems which faced by the youth entrepreneurs to start their business unit, the most critical problem is identified by using the K-related Friedman test and the output of the test is presented in Table 1 and 2.

Table 1
Mean Ranks - Challenges of Youth Entrepreneurs

Sl No.	Problems	Mean Rank
1	Lack of awareness of the support mechanism	2.99
2	Difficult documentation	1.96
3	Lack of access to startup finance	1.55
4	Lack of specific schemes for youth entrepreneurs	3.33
5	Negative attitude towards youth entrepreneurship by society	4.63
6	Lack of entrepreneurship education	4.39
7	Administrative and bureaucratic hurdles	2.89
8	Lack of business support	5.96

Source: Primary Data

Table 2
Test Statistics

N	100
Chi-square	304.652
Df	6
Asymp. Sig.	.000

Source: Primary Data

As per table 1 and 2, it can be observed that, out of the 8 difficulties identified to start a business by the young people in Kerala, the most critical problem is the lack of access to startup finance. This is found to be the main problem for the youth to start their business, as it has the lowest mean rank (1.55) in the matrix. Similarly, difficult documentation also found another problem (mean rank: 1.96). This is also justified by observing the fact that the variable having the first rank (Rank 1) should have the least mean. Further, it is also noted that the mean rank variation is statistically significant at 5 per cent level of significance (observed value of Chi-square **304.652** with **P= .000** which is less than **0.05**). Hence, it can be concluded that lack of access to startup finance and delay in procurement and sanction of financial assistance are the major problems faced by the youth entrepreneurs to start their own business unit.

10. Findings

Lack of access to startup finance and complex procedure of documentation are the major problems faced by the youth entrepreneurs in Kerala followed by administrative and bureaucratic hurdles. The government agencies take efforts for the enhancement of the entrepreneurs to boost the manufacturing sector through subsidies and other supports. In spite of all the supportive mechanisms, the educated youth are still faced these problems.

11. Conclusion

Socio-cultural factors as a determinant plays a significant role in fostering the entrepreneurial ecosystem such as family values, social criterions, networks and social value of entrepreneurship Easy access of startup finance is an important factor for satisfactory entrepreneurial ecosystem. Majority of the respondents face problems in getting financial assistance, especially in start- up finance. Government and other supportive institutions

should provide provisions for start-up finance and business assistance according to the specific needs of the youth entrepreneurs. To Development of a favourable supportive mechanism through improving administrative and regulatory environment and give awareness on access to finance and funding is very important for the betterment of youth entrepreneurs.

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FIFTY PERCENT POLITICAL RESERVATION AMONG WOMEN IN LSG - A STUDY AMONG MUSLIM WOMEN IN THIRUVANANTHAPURAM DISTRICT

***Ashly K. Ramachandran**

Abstract

The 73rd constitutional amendment symbolized one of the drastic changes in the history or epochs. The 73rd and 74th constitutional amendments offered 33 percent reservation quota for women political representation in the local self Govt bodies at the urban and rural level(Sundar, 2012). This quota system is to enhance the status of women in the mainstream society. The political participation as a symbol of women empowerment is regarded as a key driver of the social and economic empowerment of women. Today thanks to this thousands of women contest in the elections, and get themselves elected in each five years which brings out the impact of the reservation system, which indicates the impact of the reservation system. The quota system has enabled women to enter into the public and political arena. The reservation bill passed by Rajya Sabha the upper house of the parliament in 2010. Kerala Govt also passed the bill approving reservation from 33 percent to 50 percent. But in Lok Sabha the Women political reservation bill has not been passed yet. The present study examines the opinion about fifty percentage political reservation among the Muslim women political representatives in Thiruvananthapuram District

Key words: Political Participation, Fifty percentage political reservation, Muslim women

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1. Introduction

The 73rd constitutional act of Indian constitution passed in 1992 by the Narasimha Rao government came into force on April 24, 1993. It opened new stage for entering into the mainstream politics and society and it also gave a constitutional status to establish democracy at the grass root level as in the state level or national level. The reservation system tries to increase women's participation and reserve one third of the seats for women in local bodies. In 2009, the Cabinet of India enhanced the reservation for women in local bodies from one third to 50%. It definitely opened a new world for women's empowerment at grass root level. Sooner than later Kerala has announced 50 % reservation for women in local bodies. Bihar, Utharakhand, Himachal Pradesh, Madhya Pradesh and Chhattisgarh have 50% reservation for women. Bihar is the first state to implement the fifty percentage reservation. Here the paper tries to analyse the opinion of Muslim women about fifty percentage reservation policy in the LSG and their awareness and attitude about it after they became as a member in the Local Self Govt Bodies.

2. Objectives of the Study

This present study examines the opinion of the Muslim women representation about the fifty percent reservation in the Local Self Govt Bodies in Thiruvananthapuram District. It examines the respondents' awareness about the reservation policy and the level of satisfaction in the same. It also tries to analyse whether contest the future election without reservation. In short, it is intended to burning out the attitudes and opinions of Muslim women representatives in the LSG in Thiruvananthapuram District towards the reservation policy and political participation in the Local self govt bodies.

3. Methodology

Primary data were collected from Local self Govt Bodies in Thiruvananthapuram district by interviewing elected Muslim women political members. Secondary data were collected from various textbooks, articles, Journals and Election Commission reports etc.

4. Source of Information about Fifty Percent Reservation

Most of the women have a great apathy towards politics. The male-dominated society, its patriarchal nature, together with lack of education and lack of awareness of the society are the reasons for the backwardness of women in the mainstream or politics. Newly-elected members are not aware about the political processes and types of reservation. Most of them have attained the knowledge about reservation from political parties. Almost all of them had no chance to know about politics from the society. Therefore they did not get any opportunity to perceive unbiased knowledge about politics and political parties.

Table No. 1

Respondent's Source of information about fifty percentage reservation

Awareness of source of information	Frequency	Percentage
Television	17	20.2
Radio	10	12.0
Newspaper	32	38.0
Political Party	25	29.8
Total	84	100

Approximately all are using media which is helpful for day to day political processes. Half of the respondents had their first experience in the field of politics and half of them were re-elected in the same constituency. Any way after having as a member, the respondents got the training from the ministry of LSG (KILA). After getting training from such an institution, they became aware about politics and the reservation policy, especially fifty percentage reservations in the LSG.

The present table shows that majority of them that is 38.0 percent, got the information about the fifty percent reservation from Newspaper, 29.8 percent got awareness from the political party, 20.2 percent from the Television. Very less percent got an awareness about the reservation policy by Radio.

5. Level of Satisfaction and Fifty percentage Reservation

Fifty Percent Reservation opened a new venue for women to take part in politics. Women became almost satisfied and it partially fulfilled their dreams. The respondents have revealed, that their life had changed socially and politically than before. However, here a very less percent is not satisfied with reservation. They argue that this quota system would help only the privileged women, and the under-privileged would only be side-lined. Anyway, nowadays millions of women are part of every sphere of the society and politics. Anyhow women are very happy to handle their daily duties as members in the LSG.

The table bringing out the level satisfaction about the fifty percent reservation among the Muslim women in Thiruvananthapuram district. 78.5 percent respondents are fully satisfied with the reservation policy. 16.7 percent of the respondents are to 'somewhat extent satisfied' with the reservation policy. A less percentage is never satisfied with the reservation system.

Table No. 2

Respondent's satisfaction with fifty percentage reservation

Level of Satisfaction	Frequency	Percentage
Fully	66	78.5
Some what	14	16.7
Not at all	4	4.8
Total	84	100

6. Revolution of respondent's life

The 73rd Constitutional Amendment has served as the institutional innovation towards ensuring equal access to and enhanced participation of rural women in the comprehensive development through the participation in the LSGat grassroots level. Here it is attempted to highlight dynamics of the opportunities envisioned and outcomes realized; and the challenging realities encountered in the exercise of empowerment of rural women (Nijwm 2013). Political participation encompasses a wide range of political activities and commitments, ranging from the simple act of voting to wide political activism and involvement in political process (Palmer, 1976). The present table analyzes the changes in the lives of the Muslim women representatives.

Analyzing the respondents experience after entering into politics, 97.6 percent of respondents revealed that, their status had changed a lot in the family and also in the public sphere. 2.4 percent of the respondents said that they did not experience the changes after entering into the political field as a member. Majority of respondents reported that they were getting more social freedom and political awareness after entering into the political

Table No.3

Changes in lives after entry into political participation

Changes in the respondents' life	Frequency	Percentage
Yes	82	97.6
No	2	2.4
Total	84	100

stream as a members. Compared to their early period, their occurred perceptible changes in all sphere of their lives after they became members.

7. Have any experience from the reservation in general

In the general context reservation system provides only benefit for womenfolk in the society. It gives a platform for performing their duties as a politician. Women have gained public space like men in the male-dominated society from the reservation quota.

Table No .4

Haveany experience from the reservation in general

Benefit from reservation	Frequency	Percentage
Yes	81	96.4
No	3	3.6
Total	84	100

Majority of the respondents (96.4percent) have revealed that they had obtained benefit or good from the women reservation. They reported that the fifty percentage reservation has provided anopportunity to cross the threshold as a member in LSG. Women political reservation (fifty percentage reservation) heralded an entry for women especially Muslim women who participated without any support of political parties.

3.6 percent women respondentsreplied ‘No’ to this question, because their reply was that they didn’t get any benefit from the reservation in the general context.

Moreover, without womenreservation in politics no women could get an entryinto the political field. Political reservation really ensured women participation.

8. Benefit from the reservation system among women representatives in LSG

The women reservation bill was introduced by the Deve Gowda Govt. in 1996 and it was passed by the upper house in 2010. After that, the women participation in the LSG has increased very drastically. The same provision helped the Muslim women also in equal measure. Their representation has registered an increase.

The table 5 depicts of the Muslim women representatives have experienced getting any benefit from the reservation policy in the LSG. 77.8 percentrespondents reported that they experienced getting benefit to a great extent. 20.2 percent of the respondents reported

Table No.5

**The percentage of respondents' belief if they have any benefit
from reservation to women**

Benefit of women	Frequency	Percentage
To a great extent	65	77.8
Some extent	17	20.2
Not at all	1	2.0
Total	84	100%

that they got benefit to some extent and very 2.0 percentage said that they did not get any benefit at all.

9. Level of capability for stand next election (without reservation)

Reservation is not a means to cure the polity of its ills. It is a step for coming into the mainstream. It is a necessary intervention to improve the conditions of the grossly under-represented. Majority of the Muslim women representatives were in politics due to the fifty percent reservation. So here, their capacity level for fulfilling the future commitments in governance is examined.

Table No.6

**Percentage of respondents' proficiency as a candidate to stand by
without reservation (general election)**

Level of ability for contest to general seat	Frequency	Percentage
Yes	68	81.0
No	16	19.0
Total	84	100

81.0 percent of the respondents have expressed the opinion that they were capable to compete without reservation in the coming election. 19.0 percent respondents said they had no capacity or determination to take part in any election without reservation. A few of them revealed that they won't contest in any other elections they had not shown any confidence for competing in the next tenure as a candidate without reservation.

10. Opinion about fifty percent reservation implementing in the Lok Sabha

108th constitution amendment bill or women reservation bill is a pending bill; it has not been passed yet in the legislative bodies at the Lok Sabha. In the Lok Sabha the assent about the reservation policy got delayed from the Govt due to the lack of the political consent from the various parties. It is not easy to implement women reservation in the Lok Sabha. Thanks to the 14 years of women struggle, now women reservation has been passed only in the Rajya Sabha (73rd and 74th constitution amendment). Today in the local self Govt bodies' women reservation has been enhanced from 33.33 percent to 50 percent. Therefore the Lok Sabha should also implement the same provision of women reservation quota for encouraging women political participation.

Table No.7

Percentage of respondents' opinion about reservation (50%) for women in Lok Sabha

Agreement of women reservation in the Lok Sabha	Frequency	Percentage
Yes	80	95.2
No	4	4.8
Total	84	100

While considering the members of the LSG almost all of them, 95.2 percent of the respondents reported 'YES' and very few of them reported 'No' about the women political reservation in the Lok Sabha.

11. Perspective about fifty percentage reservation

Before the reservation policy the political field was the monopoly of the male group. Today the women entered into the political field due to the women political reservation. Therefore women politician number had increased more than fifty percent in the LSG. Most of the political parties were opposed to women reservation. Furthermore the opponent's argument was that, reservation will not lead the right person in the political sector. The quota system helps only in the elite group of people in the mainstream society or politics. Majority of the political parties have no interest to promote women political participation. However, today millions of women are part of our political system due to the women political reservation.

Table No.8

Percentage of respondent's opinion about 50% reservation politics

Opinion about 50% reservation	Frequency	Percentage
Strongly agree	70	83.3
Agree	12	14.3
Disagree	2	2.4
Total	84	100

The current table shows that the percent of respondents' opinion about the reservation policy. As a member of LSG, majority of the respondent (83.3 percent) strongly agree for reservation policy. 14.3 percent of the respondents only agree with the statement.

But the respondents had reasons for their disagreement with the reservation system, because such reservations alone not send the right leaders from the society to politics. A very less percent (2.4) of respondents disagree with the statement. Because respondents has various opinion about the reservation and the real leadership or disagreement. Moreover, Political representation opened a new world to a good number of Muslim women. They had never been exposed to such a field. Fifty percent reservation has provided platform for women especially Muslim women to participate in the politics.

12. Major reasons for the women not coming in the mainstream politics

There are several reasons standing in the way of women political entry. Social, economic, cultural and political factors prevent them from political participation. The nature of politics is an important factor for the inclusion or exclusion of women politics. Male domination of politics is a major hindrance for women's political participation. Often male-dominated political parties have a male perspective on issues of national importance, more often than not women viewpoint is often ignored and not reflected in the politics of their parties. Usually women are not elected to the positions of power within party structures because of gender biases of male leadership.

Here out of the total respondents majority of them accepted reservation and also they were able to manage or hold the position as a member of LSG. All members agreed to the reservation policy but generally women face various problem in the field of politics such as male hegemony, discrimination as a women, domestic responsibilities etc. Major reasons standing in the way of their smooth functioning are negligence of political parties and their reluctance to provide party ticket to women for coming into mainstream politics.

For most of the women representatives, had no previous experience in the political field, so the women were not able to perform well in some fields of decision making process. In such cases their involvement was affected or questioned at least in the initial stage of their political career.

Table No. 9

Reasons for women are facing various problems in the political field

Reason for major problems of women in the political field	Frequency	Percentage
Lack of previous experience	20	23.8
Reluctance to take major responsibilities	5	6.0
Fear to take or chief decisions	8	9.5
Lack of professional attitudes	6	7.1
Unwilling's to provide seat for women who enter into the politics	45	53.6
Total	84	100

Majority of them reported that (53.6 percent) attitude of political parties who stand in the way of women politicians. 23.8 percentage of respondents' revealed that lack of previous experience affected them in the initial stages for doing their political responsibilities. Some of them have pointed out that lack professional attitudes, and also fear which hold them back from shouldering major responsibilities. Again it is noted that a few percent of the respondents are free from such problems while in politics.

13. Conclusion

The present study brings out with the attitude and opinion about the fifty percent reservation in the LSG. The paper has analyzed the awareness of Muslim women representatives about the reservation policy after implementing it in the LSG. Analysis of the data revealed to what extent the respondents attained satisfaction from the reservation policy as a member of political party, especially Muslim women. They hold the political power as a tool of confidence and self-respect like their male counterpart. They were satisfied with the reservation policy system. The study points out that no political parties have any interest to women representation in the political field. Finally women have realized

that, without women political reservation, they may not be able to enter into the political arena. They have felt that many changes have happened in family as well as public life after entering into political process. A many respondents have the confidence to contest in the next election without reservation quota. However the respondents have pointed out that some problems are their regarding the decision making process related with administration and managing of various funding systems due to the lack of previous experience in respective fields. So almost all major decisions are taken by the political parties. However the Muslim women representatives do exhibit confidence because of their increased political status in their private and public life.

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LAND AS A CAUSE OF DISPUTES: THE CASES OF WESTERN BAHR EL GHAZAL, SOUTH SUDAN AND TRIBAL AREA OF WAYANAD KERALA, INDIA

***Wurok Chan Malith**

Abstract

In the case of Western Bahr el Ghazal, the land conflict steadfastly transpired in the town due to continuous land grabbing which is currently sparked by the advent of migrants, IDPs, and settlers who spontaneously, settled in the area. Furthermore, the conflict over land is arepercussion of conspicuous annexations of the villages around the town, owing to the expansion of the town. However, the seasonal migration of the armed pastoralists with their cattle from their areas into farmers' areas is usually, culminated in skirmishes between the two groups and led to gruesomeramifications. The land issue has, unfortunately, taken two dimensions, the dispute betweenfarmers, and cattle keepers is arecurring woein the dry season, due to the cattle subversive of crops in the farmer's farms. This is in addition to the new settlers, migrants, and IDPs who grab the land. Howeverin Wayanad Tribal area in Kerala, land remains an enormous challenge to tribal settlement as tribal people face landlessness owing to the dearthof enough land for residential as most of the tribalcolonies are very congested. Consequently, the family is growing, the land is limited which foists arduous and ginormous conundrum and led to many tribal agitations demanding enough land

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for residential land livelihood through cultivation. As such owing to the previous agitations, the land has been allotted by the government to those who had have participated in agitations, but still, there is a significant number of tribal floundering landlessness. As such land reform is utterly incontrovertible which should address the exigent hurdle of landlessness.

Keyword: Land, conflict, migrants, landlessness, agitation, and livelihood

1. Introduction

In South Sudan, land issues emerge since the signing of the Comprehensive Peace Agreement between Sudan's People Liberation Movement /Army (SPLM/ A) and the government of Sudan. However, the parties to the agreement agreed that the issue of the land could be surmounted by giving the right of the communities on land after the war and to resolve alienation of communal land which created animosities in Sudan. The SPLM intention was to remove the government alienation of communal land-based resources. However, the idea of land belongs to the community, was adopted as a slogan and a part of resistance which was a aim to liberate South Sudan. Moreover, the slogan was applied in wealth sharing negotiations in 2003 when the SPLM leadership used it to hamper the national government's claims over southern land. As such the strategy was successful as the majority of South Sudanese land remained under communal land tenure after the signing of the peace. Furthermore, in the post-independence, the notion of land belongs to community wreaked havoc and serious conflict between local communities and the central government as there is ginormous demand for building government's institutions as well as land for investment and in all these processes land could not be secured without consent of local communities and this procrastinates the process and sometimes it leads into confrontation between the government and host community. However, in Western Bahr el conflict over land conspicuously, subsume land disputes in the town, land grabbing by immigrants and new settlers, the seasonal migration of pastoralists from the neighboring areas into the area which lead to clashes between pastoralists and farmers and culminated in the current conflict.

However, in case of Wayanad in Kerala, the land portrays a significant source of tribal livelihood such as agriculture, horticulture, forestry, animal husbandry. However, traditionally tribal people were the owners of landholdings based on a communal ownership. But there was the enormous alienation of tribal land which had bedeviled them in the last decades. However, the Scheduled Tribes (Prevention of Alienation and Restoration of Alienated Lands) Act 1975 and the subsequent amendments

were not fairly implemented. Moreover, there is no drastic measures have been taken so far to preclude further alienation. However, in a period of 2001-2002, Tribal Resettlement and Development Mission has been founded in the State with the declared objective of catering land ranging from one acre. However, the program has not successfully achieved its goals. Due to that only 8943.34 acres of land have been officially allocated to 6777 tribal families so far. And there are 10517 landless families are waiting to be allotted land. However, disputes over land led many tribal agitations for instance in 2003, about three hundred people from tribal people of eight hundred families from Gothra Mahasabha managed to occupy forest land and erected huts at Thakarappadi in the Wayanad Sanctuary. However, due to the tribal occupation of the land, the tribal members from different parts of the district, 725 in number were nabbed under the Wildlife Protection Act. But in a very short time, they were exculpated by a magistrate's Court in Sultan Bathery. And finally, the government nullified cases against the tribal people. However, after a span of time, a group of tribal-led by the leader of Adivasi Kshema Samiti, a tribal organization of the Communist Party occupied the land and built huts in the forest under the South and North Wayanad Forest Divisions. But in the end, the agitators were given rights for the land under the Scheduled Tribes and Other Traditional Forest Dwellers (Recognition of Forest Rights) Act, 2006. Also in Wayanad, in 2012, thousands of landless tribal people agitated and with a brace of political parties, they erected huts on forest land which culminated in fifty-three agitation points in the two forest divisions. However, the continuation of tribal agitation remained as potential disputes unless the invincible and stringent measures are taken in addressing land issues including land reforms as utmost demand for the landless people.

2. Objectives of the Study

- 2.1 To identify the sociocultural characteristics of tribes in Kerala State and tribes in Wau town, Western Bahr El-Ghazal, South Sudan.
- 2.2 To understand the process of identity formulation taking place among two communities due to conflict over land and political intervention
- 2.3 To find out the relationship between the land and the conflict

3. Methodology

The article is based on the analysis of the data collected through interviews which were carried out in both South Sudan and Kerala State, India, this in addition to observations. Additionally, 220 questionnaires were used, 110 questionnaires in Wau

town Western Bahr El Ghazal, South Sudan and 110 questionnaires were distributed to informants in both Wayanad and Calicut in Kerala. The study is a comparative study using primary and secondary sources and in-depth interviews with key informants in the field in both of the two areas of the study. The statistic tools which have been applied in the data analysis are EDUSTAT and SPSS.

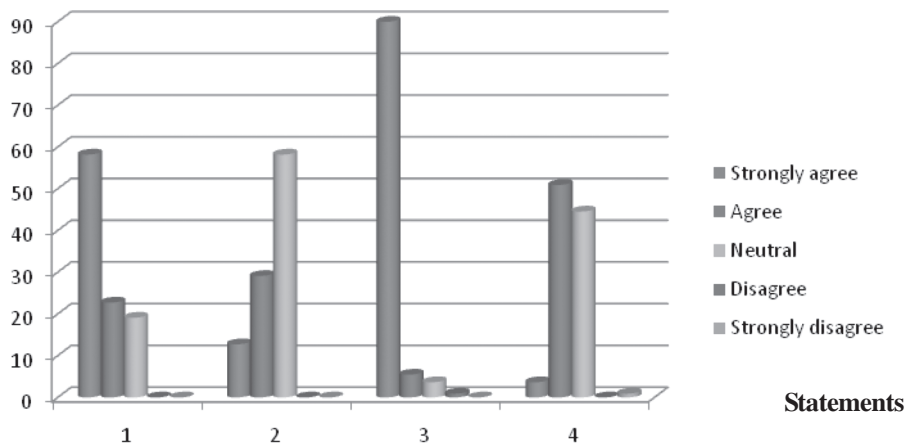
4. The Land Issue in the Conflict in Western Bahr el Ghazal Western Bahr el Ghazal

Land, in general, is a property of a community rather than individual according to South Sudan interim constitution, the land belongs to the community. This makes it very difficult for acquiring land for public institutions and for investment, owing to community recalcitrant to allocate land for public use without their consent. As land could be secured through inheritance and at the same time, through the distribution of land and through chiefs and surveyors which is a joint agreement between the government and the community. Also buying from individuals especially in the town when there are business activities like marketplaces. Land for a common purpose such as building school, health centers, police station, public squares, could be acquired through the community and the government consultation which lead to allocation of land. The main mechanisms of acquiring land are given in the Table (1)

Percentage of responses of tribes in Wau town, Western Bahr el-Ghazal South Sudan:

Statements	Strongly agree	Agree	Neutral	Disagree disagree	Strongly
Buying	58.18182	22.72727	19.09091	0	0
Gift	12.72727	29.09091	58.18182	0	0
Inherit	90	5.454545	3.636364	0.909091	0
Other	3.636364	50.90909	44.54545	0	0.909091

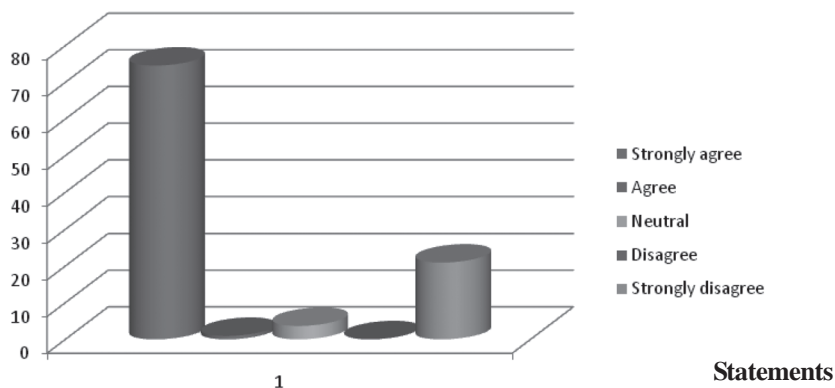
Regarding how they acquire land for livelihood in their areas, 90% of the tribes in Wau town, Western Bahr el-Ghazal, South Sudan strongly agree with "Inherit". It is followed by "Buying" (58.18182%); "Gift" (12.72727%); "Other" (3.636364%). As it is given in the **Graph (1) Percentage of responses of tribes in Wau town, Western Bahr el-Ghazal, South Sudan regarding how they acquire land in their areas.**



For theresponsibility for land the community, the government, individuals who have owned their plots through allotment or buying or other means of acquiring land as it reflected in the **Table (1) Percentage of responses of tribes in Wau town, Western Bahr el-Ghazal South Sudan regarding competition over land in their area:**

Statements	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
There is competition over land in the area	74.54545	0.909091	3.636364	0	20.90909

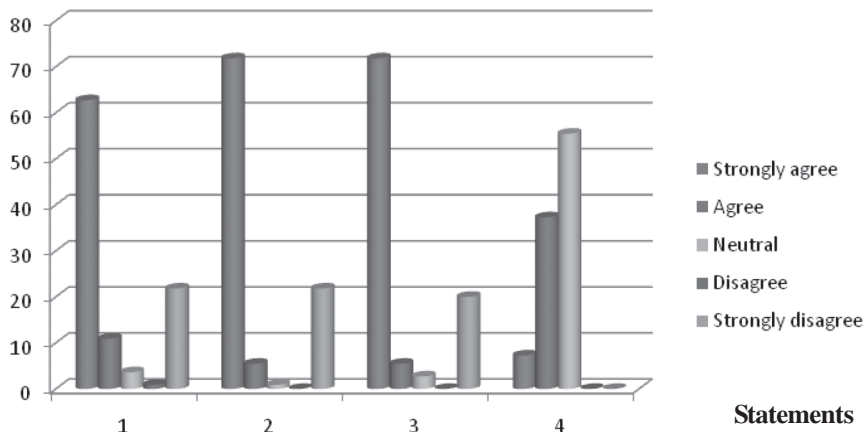
Regarding competition over land in their area, 74.54545% of the tribes in Wau town, Western Bahr el-Ghazal south Sudan strongly agree with that “there is a competition over land in the area”. As it is given in the Graph (2) **Percentage of responses of tribes in Wau town, Western Bahr el-Ghazal, South Sudan regarding competition over land in their area.**



• **Table (3) Percentage of responses of tribes in Wau town, Western Bahr el Ghazal South Sudan regarding who are competing over land in their area.**

Statements	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Farmers (local people)	62.72727	10.90909	3.636364	0.909091	21.81818
Cattle keepers	71.81818	5.454545	0.909091	0	21.81818
Migrants or new settlers	71.81818	5.454545	2.727273	0	20
Other	7.272727	37.27273	55.45455	0	0

Regarding who are competing over land in their area, 71.81818% of the tribes in Wau town, Western Bahr el-Ghazal South Sudan strongly agree with “Cattle keepers” and “Migrants or new settlers”. It is followed by “Farmers (local people)” (62.72727%); “Other” (7.272727%). The conflict over land is between the farmers and pastoralist from neighboring states. This in addition to land grabbing by immigrants and new settlers. As it is given in the **Graph (3) Percentage of responses of tribes in Wau town, Western Bahr el-Ghazal, South Sudan regarding who are competing over land in their area.**



However, since 2005, after signing the Comprehensive Peace Agreement, the peaceful coexistence was tarnished and many disputes started to appear between pastoralists and farmers. Moreover, cattle keepers began to migrate to the area before the accomplishment of harvesting due to droughts, overgrazing, and insecurity which make them expand their geographic range at the expense of others, environmental changes augment the movement of cattle keepers in the quest for water and pasture. The situation was worsened by

changes in behaviour and militarization, such, cattle keepers are young men and unable to takes responsibility for the herds and they grip firearms and they disrespect customs, such as refusing to meet with the hosting chiefs of the areas of passing through or arrival and respect of communities and their way of life, substantiated by increased number of incidents of destruction and killing of cattle without compensation being paid. For instance, Pastoralists and farmers in Mamoi area near Wau in Western Bahr el Ghazal State have witnessed rising tensions between their communities, with some reports of violence. The incident took place when cattle entered onto cultivated land and caused damage to crops, a matter which angered the local farmers. The fact is that one of the parties is armed to protect their property and the other party is not reflects an inequity between parties negotiating access and rules of behaving that cannot be bridged. The meeting of the two communities is traditional, left to themselves to regulate. The local governments should act as facilitators and observers unless the conflicting parties step out of the area of tradition and custom and into that the laws of the land and jurisdiction of the modern administration.

5. The land issue as a problem in Wayanad

About the land issue in the area, there was the cultural issue behind it and the area was full of forest. However, the land became a problem in Wayanad, historically in the colonial area. The whole land belongs to tribal people and they were able to collect wild food such as fruits, roots, and honey. The tribal cultivated freely the land because there was no immigrants or competition over the land. However, in the late 1940s immigrants had arrived at Wayanad from the mainland and other areas, they had abruptly occupied the land and forcibly evacuated tribal people from their land. However, the landlords used tribal as farm's laborers and unfairly ceded tribal pittance wages and quantum money. Also, they furnished them with negligible things such as sugar and cigarettes in return for work they have done. Furthermore, the landlords had hoaxed, the tribal people and they became marginalized and persecuted in their own land and they previously using the land for a very long time without title deeds. The colonialists had perfunctorily taken the tribal land and forcefully evicted them from their own land. They had begun to strenuously build mammoth estates and very bountiful plantations in thousands of hectares in the land. Meanwhile the tribal were unfairly given small jobs such as laborers. They brought laborers from another part of the country and from Sri Lanka. Furthermore, the tribal people were vanquished and became the losers in such a game.

Moreover, Kerala State has carried out the land reform plan, but tribal people were not all had access to land and the Constitution of India offers many articles supporting tribal people. However, Land in Wayanad had been occupied by people from mainstream

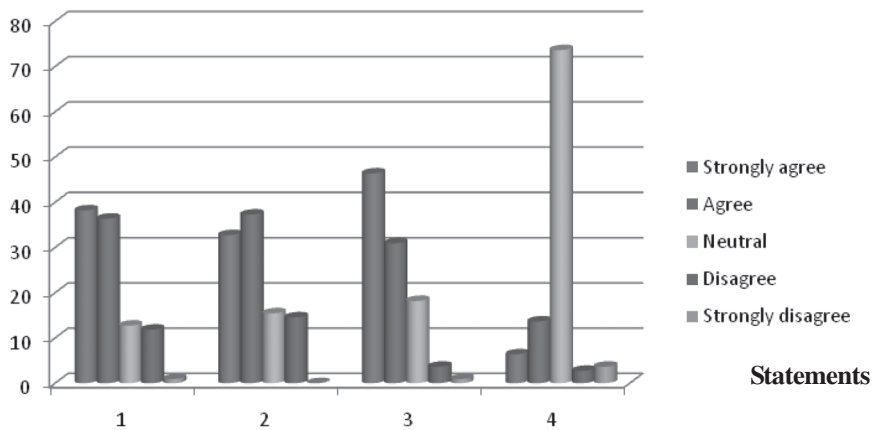
population and they perfunctorily broached to establish tea and coffee plantations in the area. The state was stalwartly favoring the mainstream people who occupied the land and it was like internal colonization that had taken place.

Subsequently, the land and the financial assistance was taken away from the tribal people. As such the tribal people arduously floundering two conundrums one was the non-tribal people from the mainland who had come to tribal areas and took the land and the government is the form of the forest department. Additionally, the most of the land which belonged to tribal have been taken by the forest department which is the state institution. The tribal people became landless in terms of cultivation and residence. They find it very hard to make subsistence and whatever, they collect from the forest is being taken to the market by the people from the forest department. The process of land occupation continued and in the name of tourism, some people have taken tribal land to commercially construct buildings where there is a potential of tourism. And therefore tourism became another way of taking the tribal land.

However, pertaining the land, the tribal people acquired their land through various ways. The biggest source of acquisition has been traditional inheritance. As it is given in the **Table (4) Percentage of responses of tribes in Kerala, India regarding the causes of land shortages in their area:**

Statements	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Population density	38.18182	36.36364	12.72727	11.81818	0.909091
More people living in your village	32.72727	37.27273	15.45455	14.54545	0
There is a conflict over land	46.36364	30.90909	18.18182	3.636364	0.909091
Other	6.363636	13.63636	73.63636	2.727273	3.636364

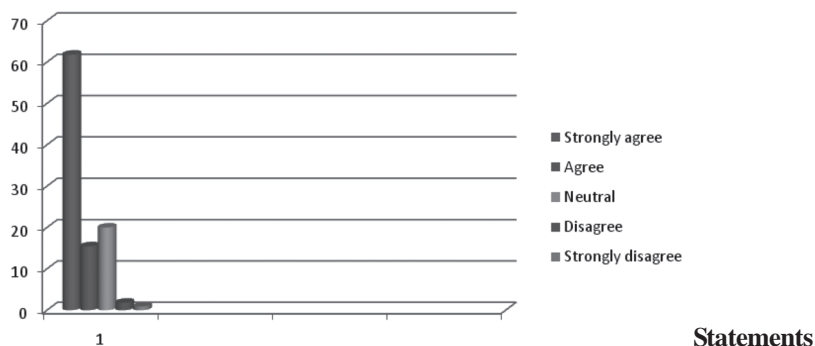
Regarding the causes of land shortages in their area, most of the tribes in Kerala, India strongly agree with “There is a conflict over land” (46.36364%). It is followed by “Population density” (38.18182%); “More people living in your village” (32.72727%); “Other” (6.363636%). Kerala State had a land reform plan, but some tribal people benefited and some tribal were ignored from the land reform. The problem in the land is portrayed in the **Graph (4) Percentage of responses of tribes in Kerala, India regarding the causes of land shortages in their area:**



However, there is a competition exist in Wayanad. As tribal land could not be transformed easily. The land cost them more suffering and they have got their lost land. Earlier the land was under the control of local landlord or (*Janmis*). Some agriculturally based community have got land by inheritance. The conflict over land is given in the **Table (5) Percentage of responses of tribes in Kerala, India regarding competition over land in their area:**

Statements	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
There is competition over land in the area	61.81818	15.45455	20	1.818182	0.909091

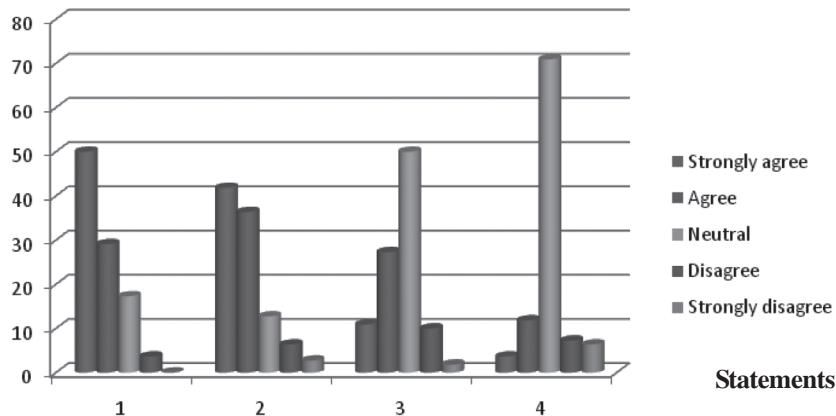
Regarding competition over land in their area, most of the tribes in Kerala, India strongly agree with "there is competition over land in the area" (61.81818%). This is owing to encroachment from outsiders and land alienation. The conflict over land is given in the **Graph (5) Percentage of responses of tribes in Kerala, India regarding competition over land in their area:**



About people are living in the area is presaged in the **Table (6) of the Percentage of responses of tribes in Kerala, India regarding who are the people residing in their area who are not original from their area.**

Statements	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Migrants	50	29.09091	17.27273	3.636364	0
Settlers	41.81818	36.36364	12.72727	6.363636	2.727273
Displaced people	10.90909	27.27273	50	10	1.818182
Other	3.636364	11.81818	70.90909	7.272727	6.363636

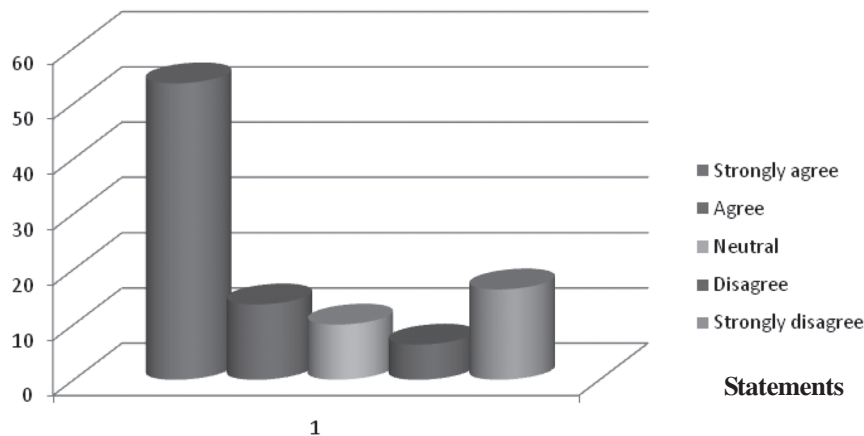
Regarding what kind of people who are residing in their area who are not original from their area, most of the tribes in Kerala, India strongly agreed with “Migrants” (50%). It is followed by “Settlers” (41.81818%); “Displaced people” (10.90909%); “Other” (3.636364%). According to inhabitants of the area, it is given in the **Graph (6) Percentage of responses of tribes in Kerala, India regarding what kind of people are residing in their area who are not original from their area:**



Also regarding the prices situation in the area is given in the **Table (7) Percentage of responses of tribes in Kerala, India regarding Land prices:**

Statements	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Land prices are very expensive	53.63636	13.63636	10	6.363636	16.36364

Regarding Land prices, most of the tribes in Kerala, India strongly agree with "Land prices are very expensive" (53.63636%). This is owing to the position of the area as tourist hub in the State, the establishment of tea and coffee estates. The advent of immigrants and new settlers: The position of land prices is given in the **Graph (7) Percentage of responses of tribes in Kerala, India regarding Land prices:**



6. Conclusion

In Western Bahr el Ghazal conflict over the land has intensified owing to land grabbing, the seasonal migration of the pastoralists to the area which leads to the subversion of the farmer's crops by herds. The advent of settlers and IDPs culminated in the conflict between the host community and settlers who are seeking land for cultivation. Furthermore, the movement of cattle keepers randomly, near the cultivated land with the use of gunfire in disputes with the host community makes the situation more precarious. However, the claim over the land in the town is manipulated by political rivalry which led to many atrocities among these ethnic groups. The issue of pastoralists and farmers attests the clashes between the two forms of economies farming and pastoralism, as such it should be managed through consultation between farmers, and cattle keepers. In Wayanad, the land's problem is reflected in landlessness floundered by tribal in the area due to lack enough land for cultivation, residential and livelihood. Despite there were land reforms which enabled some tribal to access land, but still, there are conspicuous demands for the land as many tribal still encountering, landlessness. The land reform is an utmost need in addressing landlessness in the area. For land issues in the two areas, for instant tribal people in Western Baher el Ghazal have land, and the disputes are between the host community, immigrants and new settlers and they also participate in the political institutions and with a chance of participating various governmental levels. While in Kerala the tribal face landlessness and not actively

participating in politics, tribal people are a grieved group and with very limited chances in engaging in politics. And last and not the least, the tribal people in the two areas face challenges of political exploitation and misrepresentation, land's problem and also they both have traditional values, norms, beliefs system and cultural characteristics.

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A COMPARATIVE STUDY OF THE PAY SCALE PATTERNS OF THE EMPLOYEES OF KSRTC AND OTHER PUBLIC SECTOR ENTERPRISES

***Dr. Indu Vijayan**

Abstract

Public transport presents an interesting situation where the primary objective is that of public service on a self-sustaining basis. With the view to provide affordable, safe and reliable bus service to people both in rural and urban areas, the Road Transport Act was promulgated in 1950. This enabled the State and Central Government to form Road Transport Corporation. Since the formation of Kerala State there were nine Pay Revision Committees/Commissions and during the period of study three pay revisions were applied. A comparison with the life span of pay scale in the Government employees with that of KSRTC employees was made and it was found that the life span of Pay Scale for the maintenance staffs in KSRTC is lower and it is higher for the administrative staffs when compared to the Government employees working in the same category. In the comparison of the life span of pay scale of KSRTC with that of Government employees using t-test, it was inferred that the administrative staffs have a greater life span pay scale and hence they are less motivated. A comparison with the lag of time between initial and final years of the pay scale in Government and in KSRTC was made and on the t test analysis the result indicates that there exists a definite reduction formula in KSRTC for salary

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calculation in comparison with the Government pay scales. Thus it was felt may lead to the demotivation of the employees and consequently the opting for jobs in other Public Sector Enterprises than in KSRTC.

Keywords: Pay Scale Pattern, KSRTC, Pay Revision, Employee satisfaction

1. Introduction

The Road Transport Corporations Act was passed in 1950 with the aim of encouraging and providing appropriate institutional set-up for individual states to operate road transport services in their state. The goal was to offer significant advantages to the public, trade and industry through the development of road transport (Government of India 1950). It was expected that if the state government was responsible for the provision of road transport, it would allow coordination of road transport with any other form of transport that may be available. The state could also use its discretion to decide which areas needed expanded services and improvements in road transport facilities.

The main objective of the corporation is to provide an efficient, adequate and economical system of road transport service. Basically it is a service oriented organization and is obliged to provide economical services.

2. Objectives of the Study

To make a comparative study of the pay scale patterns of the employees of KSRTC and other Public Sector Enterprises.

3. Methodology

Exploratory research design was adopted for the study. The study was based on secondary data collected from the accounts and statements of KSRTC, Report of the comptroller and auditor general of India, Economic Review brought out by the Planning Board, and other related sources.

4. Reference Period

The study is made for the consecutive tenure of twenty two years from the year 1990 to 2012.

5. Pay Scale Patterns

Since the formation of the Kerala State on 1.11.1956, nine Pay Revision Committees/ Commissions have so far been appointed by Government for making recommendations

regarding the revision of pay scales and related matters of Government employees/teachers. Though a Pay Commission was constituted in 1957, that was not considered as a general Pay Revision Commission, as that Commission was entrusted mainly with the task of unification of scales of pay of the employees of erstwhile Travancore-Cochin State and the Malabar district of former Madras State. In 1973 a formal Pay Revision Commission was not appointed, but a general pay revision of State employees on the basis of the revised Pay Structure in the 3rd Central Pay Commission Report was effected with effect from 1.7.1973 based on the decision of the subcommittee of the Council of Ministers constituted for the purpose. Thereafter, independent Pay Revision Commissions were constituted at regular intervals of five years till 1992 wherein a Pay Equalisation Committee was constituted for revising the pay scales of the State Government employees giving parity with the scales of pay of the Central Government employees.

The practice adopted by the Central Government has been to have a Pay Commission once in every 10 years. Out of the 28 States in India, Central scales of pay 1996 were adopted by 20 States. Kerala, Karnataka, Andhra Pradesh, Himachal Pradesh, Assam, Punjab, Meghalaya and West Bengal are the States which did not adopt Central scales of pay. Pay Commission 1965, appointed as per G.O. (P) No. 74/65/Fin. dated 27th February 1965 are considered as the first Pay Commission in the State of Kerala.

Whenever a Pay Revision Commission/Committee is set up, be it at the level of the State or Centre, the expectations of the employees, who are the ultimate beneficiaries of the Commissions' recommendations, are manifold. Invariably, such Commissions are appointed by the Government in power as a result of pressure from the employees who, represented by their Unions, periodically lay a claim for higher wages on the ground that inflation and the high cost of living warrant a change in the wage structure. Such demands are not confined to Governments alone. It is so in Public Sector Undertakings, Banks, and Industrial Undertakings etc. Therefore, there is nothing new regarding the appointment of a Pay Commission to suggest to the Government what best can be done to improve the overall conditions of service.

What follows is an in depth analysis of the pay scale patterns of the employees of KSRTC along with other public sector enterprises like KSHB, KWA and KSEB is made. As other State Public Sector Enterprise pay scale patterns go hand in hand with the Govt. pay revision order, a comparative study of the pay scale patterns of the employees of KSRTC with that of the Govt. pay revision orders is sufficient. There were three pay revision applied during the period of study.

Table 1
Lifespan of Pay Scale in Government and in KSRTC during the Study Period

Sl No.(1)	Scale No.(2)	1992 (3)		1997 (4)		2004 (5)		Average (6)		t(7)	Sig.(8)
		Govt.	KSRTC	Govt.	KSRTC	Govt.	KSRTC	Govt.	KSRTC		
1	1	30	18	28	17	20	15	26.00	16.67	2.935	0.043
2	2	20	18	19	34	21	24	20.00	25.33	1.134	0.320
3	3	20	23	21	31	20	26	20.33	26.67	2.687	0.055
4	4	20	24	21	34	20	26	20.33	28.00	2.495	0.067
5	5	17	18	22	31	18	27	19.00	25.33	1.531	0.201
6	6	20	22	21	29	22	23	21.00	24.67	1.622	0.180
7	7	20	20	21	28	20	28	20.33	25.33	1.861	0.136
8	8	17	20	21	25	20	27	19.33	24.00	1.941	0.124
9	9	16	20	20	26	19	25	18.33	23.67	2.412	0.073
10	10	13	24	18	24	18	24	16.33	24.00	4.600	0.010
11	11	16	21	20	25	14	24	16.67	23.33	3.123	0.035
r		-0.384		-0.540		0.259					
Sig.		0.244		0.086		0.442					

Source: KSRTC

Table 2
**Table showing the lag of time between the initial and final years of the
 Pay Scale in Government and in KSRTC during the study period**

Sl No.(1)	Scale No.(2)	1992 (3)		1997 (4)		2004 (5)		Average (6)		t (7)	Sig. (8)
		Govt.	KSRTC	Govt.	KSRTC	Govt.	KSRTC	Govt.	KSRTC		
1	1	5.5	23.8	7.3	8.8	6	9.8	6.27	14.13	1.615	0.182
2	2	8.5	16.5	12		9.7	19.1	10.07	17.80	4.710	0.018
3	3	17.3	10.4	16.7	18.6	12.7	11.1	15.57	13.37	0.734	0.503
4	4	11.3	11.9	16.3	17.5	11.6	16.1	13.07	15.17	0.899	0.419
5	5	10.4	11.1	12.9	16.7	11.2	17	11.50	14.93	1.670	0.170
6	6	11.4	11.6	11.7	15.4	11.7	13	11.60	13.33	1.556	0.195
7	7	12.3	11.3	10.4	17.9	11.7	16	11.47	15.07	1.765	0.152
8	8	12.7	8.1	11.5	13.6	10.4	16	11.53	12.57	0.425	0.693
9	9	9.9	9.8	10.3	17.05	10.6	16	10.27	14.28	1.769	0.152
10	10	9.4	7.5	10.5	13.8	15.2	15.2	11.70	12.17	0.158	0.882
11	11	10.2	6.4	11.2	12.9	17	9.6	12.80	9.63	1.119	0.32
	r	-0.566		0.716		-0.162		-0.286			
	Sig.	0.070		0.020		0.633		0.394			

In the Table 1 a comparison between the life span of the Pay scale in Government employees with that of KSRTC employees is made. It is found that the life span of Pay Scale for the maintenance staffs in KSRTC is lower and it is higher for the administrative staffs when compared to Government Employees working in the same category. In the lower category of workers even though the initial payment is low they will attain the maximum limit in almost half the time when compared with that of Government employees. But in higher levels the basic is lower when compared to that of the employees working under same category in other Public Sector Enterprise and also the time to attain the highest pay scale is high when compared to the other Government Sector Enterprise. This could be why many employees are accepting jobs elsewhere and quit KSRTC.

In the comparison of life span of pay scale of KSRTC with that of Government using t test, it was found that there is significant difference in three pay scales at the initial and final levels. In the initial level, life span is higher of Government employees while in the final two levels the life span is significantly higher for KSRTC employees. In all other levels the Government employees and KSRTC employees the pay scale life span is statistically same. From this it can be inferred that the administrative staffs have a greater life span pay scale and hence they are less motivated and opt for vacancies in other PSUs rather than sticking on to the Corporation.

In the above table a comparison between the lag of pay scale between the Government employees and the KSRTC employees is made. Lag of pay scale initial means the time period required for the KSRTC employees to get the initial basic pay of other government employees and lag of pay scale final means the time required for the KSRTC employees to get the final basic pay of other Government employees. This is calculated here because the salary is less to KSRTC employees when compared to other Government employees of similar posts.

In the scrutiny it was found that in 1992 the initial lag was low for lower level and higher level management, higher for middle level management. But in 1992, the final lag is lower for higher level management and it is higher for lower level management and comparatively lower for middle level management. In 1997 the initial lag is lower for lower level and rises as level rises. It is highest in the fifth scale. In 2004 the final lag is highest in the second scale and it increases as the level increases. But in the highest level it is the lowest in the year 2004.

The t test of lag of time between initial and final years of the Pay Scale in Government and in KSRTC showed that in all scales there is no significant difference as the significance

levels are greater than 0.05 except in the second scale. The result indicates that there exists a definite reduction formula in KSRTC for salary calculation in comparison with the Government pay scales.

6. Conclusion

Since the formation of Kerala State there were nine Pay Revision Committees/ Commissions and during the period of study three pay revisions were applied. A comparison with the life span of pay scale in the Government employees with that of KSRTC employees was made and it was found that the life span of Pay Scale for the maintenance staffs in KSRTC is lower and it is higher for the administrative staffs when compared to the Government employees working in the same category.

On comparing the lower category employees' pay scale it was found that even though the initial payment is low they will attain the maximum limit in almost half the time when compared with that of Government employees of the same category. But in higher levels, the basic is lower and also the time to attain the highest pay scale is high when compared with the Government Employees of the same category. Hence many employees of KSRTC are accepting same profile jobs in other Public Sector Undertakings rather than KSRTC. In the comparison of the life span of pay scale of KSRTC with that of Government employees using t-test, it was inferred that the administrative staffs have a greater life span pay scale and hence they are less motivated.

A comparison with the lag of time between initial and final years of the pay scale in Government and in KSRTC was made and on the t test analysis the result indicates that there exists a definite reduction formula in KSRTC for salary calculation in comparison with the Government pay scales. The pay scales of the employees of the Corporation were found to be lower when compared the pay scales of the employees of the other public sector enterprises of the same category. Thus it was felt may lead to the demotivation of the employees and consequently the opting for jobs in other Public Sector Enterprises than in KSRTC.

The pay scale patterns and fringe benefits enjoyed by transport employees is far less than other sectors same category employees. This brings in dissatisfaction and work turnover is affected. The work culture itself is facing serious repercussion in KSRTC due to the disparity mentioned above. The introduction of HR Department in the Corporation is recommended and this would lead to labour welfare measures which in turn would increase the labour productivity.

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ASSESSMENT OF FRUITS VALUE CHAIN IN HULA AND WONDO GENET DISTRICT, SIDAMA ZONE, ETHIOPIA

***Legesse Gudura Mamo**

Abstract

This specific study stressed on assessments of major chain actors and critical examines of fruits value chain performances in Sidama Zone Hula and Wondogenet Districts. To carry out the study both primary and secondary data were used. Secondary data was collected from review of related literature, books, the Sidama Zone trade and industry office, cooperative and market promotional office and agricultural office annual reports and websites. Primary data was collected from 120 respondents of which sampled using multi-stage sampling approaches. For data analysis purpose both descriptive and econometric model were used. Frequency and percentage techniques were used to describe chain actors' characteristics and their coordination in the line of value chain activities. The regression logit econometric model was also applied to critically scrutinize fruits' value chain performance. The result of regression logit model shows that among thirteen independent variables seven of them namely, lot size, product quantity, product quality, market demand, infrastructure facility, vertically and horizontal coordination of chain actors and insurance service access were significant on fruits' value chain performance. The remaining five variables viz, credit

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access, distance, family size, education, and training were not significant. Based on the finding fact, regarding with rearrangement of chain actors coordination, the infrastructure facilities, organizing cooperative members and cutoff middlemen interaction were recommendation forwarded for the concern bodies.

Key Words: Value Chain, Actors, Performance, Middlemen...

1. Introduction

According to Food and Agriculture Organization (2011) agricultural sector development report shows that the Ethiopia has been working in a noticeable manner to scale up the sector so as to improve its value-added products in terms of qualities and quantities with diversified activities. However, the country has been facing common challenges in all agricultural sectors regardless the degree of challenges may various from a one sub sector to another. Moreover, focusing on cereal staple food and some high value cash crops, ignoring the other sectors particularly the variety of fruits' sub-sector such as Mango, Banana, Papaya, Apple, Pineapple, and etc taking in consideration as they have minimal economic contribution is a major challenging factor. Albeit currently the government has been sincerely working to narrow a gap but a significant change has not come yet in sub fruits' sector. Subsequently, the Stichting Nederlandse Vrijwilligers (2013) is a Netherlands Development Organisation conducted a study, reveals that in Ethiopia, 47,000 (thousand) hectares of land are under fruit crops while cereal crops cover 12 million hectares.

According to Central Statistical Authority (2012) report, a total of 3.2 million smallholders engaged in fruit production in the country. Out of the total smallholders, 64.7% of them engaged in the banana production and followed by 32.4% in Avocado, 26.3% in Mango and 16.8% in Papaya. Guava, Lemon, and Pineapple took the least shares of 7.5%, 6% and 1% respectively. An annually production yield rate of the smallholders of fruits is 403,458 metric ton volume while cereals stallholders produce 12 million metric tons (Alemayehu, Paul, and Sinafikeh, 2012). This shows that even though the country has plentifully ecological suitability and feasibilities for growing of varieties fruits in general, particularly in the Sidama Zone which is naturally endowed in the most fertile soil for any agricultural products, it is lag behind to attain in economically. In the Sidama Zone fruits sector is bottle necked by various challenges. Majorly, the producers lack new technology access to improve their productivity, small plot, lack of financial loan access, lack of improved inputs (fertilizers, hybrid seeds, and farm tools) are producing phase challenges. Regarding with market-related aspects and coordination of chain actors, due to lack of formal chain governing cooperation, they have no roles in value chain system. Lack of infrastructure facilities, they sell their marketable surpluses to nearby markets, to anonymous

passengers and local collectors while the others sale to wholesale traders through brokers networking system. Hence, fruit producers in the Sidama Zone; have been not aligned in the line of a value chain.

2. Statement of the Problem

In Sidama Zone varieties of fruits producing smallholders has been facing numbers challenges in value chain related activities. In the Sidama Zone, fruits producers are hardly integrated with upward streams (input suppliers, producers and processors) and downstreams (wholesale traders, retailers, local collectors, customers and consumers). There for chain actors such as, input suppliers, wholesale traders, distributors and retailers are loosely interconnected with each other. Existences of a weak institutional system, the middlemen (brokers) acquired nominative power and playing significant roles in the chain activities interlinking potential producers with wholesale traders. In addition to these, small plot, lack of farm extension training, lack of recommended technology access and shortages of improved inputs are hindering the growth of the fruit sector in the Zone. With regards to the product management safety net accessing with cold storage facilities, market information, and transportation accesses are being not facilitated well and remained as challenging in of the fruits' products in Sidama Zone. Having fragmented subsistence farming with poor road net work facilities, local fruits producers live in distant remote areas so that, it is too difficult to knot with each other. In absences of an insurance service, there is no insuring body to take uncertainty outcomes. Consequently, majority of the local agrarians in general and fruits producers in particular, have been suffering from pre and post harvest losses. Having in fear of post harvest spoilage loss and middlemen (brokers) influence, fruits producing farmers are being forced to sale their wares to wholesale traders at the unfair minimal price while a lion share goes to both middlemen and wholesale traders. In fact that it is supposed to that the producers who should have autonomous chain governance are producers, however, being the brokers dominated the chain corridor, producers failed to exercise bargaining power and become price taker rather than price makers. Hence, in the Sidama Zone in fruits producer value chain, brokers and wholesale traders dominated chain system and smallholder producers play insignificant roles on chain activities. Regarding with demand side, volume supplies of the fruits declining in terms of qualities and quantities so that fail to meet final consumers desired needs. Very limited in number of wholesale traders are distributors or retailers monopolized marketing system, and over charge high prices to final customers or consumers. According to the SNV (2013) study, in the Sidama Zone fruits' sectors have inflated challenges that interconnected productivity and marketing system. There is no well-organized marketing system that directly links producers with final consumers.

This shows that middlemen and very limited numbers of the wholesale traders are dominantly controlling value chain activities. Thus, the research questions undertook to answer the questions:

1. Who are the major chain drivers in the fruits value chain?
2. What are the major factors that influencing the fruit value chain?

3. Objectives of the Study

1. To identify the major chain drivers in the fruits value chain.
2. To assess the major factors that influencing the fruit value chain performances.

4. Significances of the study

This specific fruits value chain study primarily benefits the Sidama Zone fruit producing smallholders and final consumers. The study is expected that will create clear awareness in the fruits producing peasants for about extension farming system and enable them to get reliable market information as well as directly participate in the merchandize activities acquiring bargaining power in the line of the value chain. It also enables them to acquire bargaining power that would help them to actively participate in the vale chain and shortening of long market channels cutting off into straighten from producers to final consumers. Then, consumers will also have relief on market price stability and able to purchase at fair price. On the other hand, the study will be used as a manual document for both the country's policy makers for local administrators to improve the agricultural sector in general and fruits production value chain activities in particular. In addition, the study will be used as a reference for academician researchers and for the market specialist researchers, value chain analysts, supply chain management governors to correlate causes and effects and also challenges and opportunities in the fruit sector.

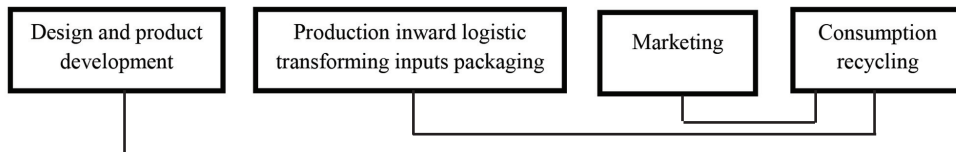
5. Concept of Value Chain

In 1985 M.E Porter, management guru and professor at Harvard Business school, Introduced the concept of the value chains in his book. "*Competitive advantage: creating and sustaining superior performance*".

Porter defined a term of value chain as an integration of various activities that involve and perform in particular links in the chain. Based on chain driver's coordination, he divided the generic value adding activities of a value chain as primary and support activities categories. The primary activity includes inbound logistics, operations (production), outbound logistics, sales and marketing, and service (maintenance) while the support activity addresses on

administrative infrastructure and human resource management, research, development, procurement and related aspects.

5.1. The General Form of Value Chain



Source: (Raphael Kaplinsky and Mike Morris, 2000 pp 4)

The value chain is the full range of activities which required bringing a product or service from conception through the different phases of production (involving a combination of physical transformation and the input of various producer services), delivery to final consumers and to final disposal after use. Raphael Kaplinsky, and Mike Morris (2000).

Basic concepts guiding of agricultural value chain analysis. There are four major key concepts guiding agricultural value chain analysis. These are effective demands, production, value chain governance and upgrading. (Anandajayasekeram and Berhanu, 2009; Kaplinsky and Morris, 2000). Nowadays linking the value chain core concept with agricultural marketing concept covers the services involved in moving an agricultural product from the farm to the consumer.

Furthermore, value chain analysis approaches have been used and practicing in agricultural products at the dynamic international and national market economy.

Values adding and standardizing various agricultural commodities at each margin have an important function to increase the quality and demand of the products. The dynamic nature of value chain driving activities can be achieved if and only an autonomous producers could be aligned with processors, wholesale traders and final customers or consumers in transparency manner in the tradeoff. As numbers of studies results shows that the agricultural sector in general, fruits sub-sector, in particular, suffering from verities of the value chain operational activity constraints. Joroen Van (2011) studied on fruits value chain activities in Ethiopia and particularly he focused on selected fruits like pineapple crops and his study findings reveal that, this sector is annexed with variables constraints. He strived to point out some key factors are weak intuitional system, lack of improved input supply for producers, lack of effective fruit producers cooperative organization, market infrastructure facilities and absences of pre and post harvest loss risk taker or ensure, fruits producing farmers in Ethiopia have the significant role in the line of value chain. As different research finding facts portray that major agriculture sector producers sell their wares at the low

price due to fear of the post harvest spoilage loss and they are the price taker rather than price maker. Hence, the value chain of fruits is being dominantly governing by brokers and small wholesale traders and rests of the chain actors are loosely integrated with each other.

6. Data and Methodology

6.1 Research Design

Type of the research is both descriptive and analytical. To carry out the study rigorously statistic tools such as mean, frequency and percentages are used for analyzing purpose. Furthermore, an econometrics model was also employed to critically scrutinize the major independent variable factors that influencing fruits' value chain performances.

6.2 Sample Size and Sampling Procedures

To determine sample sizes of the fruit producing farmer's multistage random sampling procedure was used. In the first stage, the Sidama zone is purposively selected based on its enormous potential for production of varieties of agricultural products in general and fruits in particular. In the second stage, among the seven prominently fruits growing Woredas (districts) in the zone, two of them randomly selected were namely, Hula and Wondogenet, districts. In the third stage, three kebeles were also randomly selected from each of which that out of 32 and 16 local kebeles respectively. At the last stage, having 1250 total fruits producing farmers of which 635 and 615 sub-members were from the Hula and Wondogenet districts of each their three randomly selected kebeles respectively. Then to select fruits producing respondents, systematic sampling approach was employed and by using this system, 60 respondents were selected from each stratum to have the total sum of 120 respondents. Regarding with the other chain actors and stakeholder, 5 wholesale traders, 7 retailers, 10 brokers, 4 input suppliers and 10 customers were interviewed.

On the stakeholder sides, two agricultural office and 1 cooperative and market promotion office officers, 3 development agent officers and 1 transport organization expert were interviewed.

6.3 Data Sources and Collection Instruments

Both primary and secondary sources of data were used for this study. Primary data were collected through semi-structured, open ended and close-ended questionnaires, indirect observations, and interviews and focused group discussion (FGD). All necessary information were duly noted using the secondary data sources from the Sidama Zone agricultural, trade and industry office annual reports, related journals, books and Internet websites were intensively used.

6.4 Method of Data Analysis

In order to examine and summarize the assembled data into the understandable and meaningful form, two types of data analysis were used namely, descriptive statistics such as mean, percentages, frequencies and logistic econometric model was used to analyze factors influencing the fruit value chain performance. Thus, the dependent variable is a discrete dummy variable (being performed well = 1, Failed = 0).

The dependent variables of the model: The dependent variable in this model is the performances of fruits value chain.

Independent Variables: The independent variables were expected to influence the performances of the value chain process of fruits.

X_i is explanatory variables where $i = 1, 2, 3, \dots, 12$

7. Results and Discussions

As the study aimed to identify the major chain governors in the fruits value chain, during the data survey researcher able to clearly identify how far the fruits' value chain under folded by a few chain actors. To associate these present existing facts with the fruits' product value chain marketing environment, the researcher has attempted to investigate using 120 sampled respondents. Of this 91% of the sampled respondents realized that they have no involvement in value chain activities so far. Remaining 9% of the respondents replied as they are struggling for acquiring bargaining power to govern a chain and remove unnecessary the middlemen interactions. However, the existences of weak institutional systems and lack of strong producing farmers' cooperative organization, autonomous chain drivers are being left behind by the brokers and a few numbers of the wholesale traders and local collectors. Of the agricultural, cooperative and market promotion and trade and industry offices officers were interviewed regarding with roles of the fruits growing peasants on the fruits value chain and almost all of them mention that local farmers have no sufficient involvement in the of the value chain activities. They added that albeit the attempts made to realizes benefits of the local small households, however, an expected change has not come yet in agriculture sectors engaged peasants in general, in the fruits sub-sectors in particular.

Hence, it can be understood that there are middlemen and limited numbers of wholesale traders and retailers are dominantly exploiting producers and final consumers. An implication of the interviewed result depicts that excluding out producers the rests of chain actors formed informal threads and paralyzing direct linkages of producers to final consumers. During the data surveying time, it was observed that the lack of responsibility and commitment to concern for the community was clearly identified in the governmental

organization itself. In additions, 95% of the sampled respondents agreed on that in the Sidama Zone fruits producers are discouraged in current marketing and production related constraints and started looking for the other alternatives rather than sustain in this sector anymore. Unless the Zone takes the correction action for an identified problem in shortly, it could diminish small household's productivities and even could lead to flattening a sector. So far it is very important building farmer's center marketing system at local regional and national level to create an access and enable smallholder producers to freely and equally participate in the value chain activities and gain benefit for what they produced.

As 95% of the sampled respondents responded that most of the local farmers due to lack of capital they unable to afford improved input supplies and therefore, they have no significant interconnected with input suppliers. On the other hand, the interviewed wholesale trader respondents revealed as most of the time they have no direct connection with fruit producers and their intimate cooperation with the middlemen those who are the master in facilitating merchandise activities assessing potential producers and enforce them to sell their products at farm gates for them. Thus, having multidimensional deep-rooted challenges, the Zone fruit producers are not being coordinated within the existed value chain system and they are being guided by brokers.

7.1 Binary Logistic Regression Model

In the first stage **Multico linearity checked by Variance of inflation factor (VIF)**. Testing technique was used to check the model fitness and the result of variance factor (VIF) has shown its validity at a *Mean value of VIF 1.15* which confirms the model fitness.

The variable factors which influencing fruits value chain performances were identified and critically analyzed through logit regression model. Thirteen independent variables were assumed as which would have direct influences on fruits value chain performances however, seven independent variables viz, plot size, product quantities and qualities, market demand, infrastructure faculties, chain actors coordination, and insurances services are found to be significant at $p < 0.05$ level. On the other hand, the remaining five independent variables such as education, training, credit access and distances and family size have no significant effects on the value chain performance.

Plot Size: Regression logit model is significant at 5% confidence interval level ($P < 0.001$). The result of Beta value also shows a negative magnitude which means, the likelihood that a plot size decreases have the direct relationship with quality and volumes of the fruit products.

Result of Binary Logit Regression

Table 1 Binary Logit Regression

Independent variables	B	S.E.	Wald	df	Sig.	Exp(B)	95% C.I.for EXP(B)	
							Lower	Upper
Plot size	-1.313	1.901	5.263	1	.001**	.021	.001	0.422
Product Quantity	-1.641	1.081	3.914	1	.0023**	.049	.009	0.613
Production quality	1.823	1.624	2.781	1	.0021**	.065	.011	0.438
Market demand	2.529	1.218	6.311	2	.0031*	.009	.001	0.271
Infrastructure facilities	1.326	1.102	5.295	1	.0012**	.028	.004	0.769
chain actors' coordination	-1.191	1.612	4.134	1	.0012**	.064	.031	0.456
Insurance services access	-1.014	1.113	3.178	1	.0041*	.341	0.67	0.643

**significant at $p < 0.05$ *significant at $p < 0.01$ SE = standard error B = regression coefficient

Source: Model output (2016)

The table1 of logit regression model of quantity and quality product depicts that both are significant at 5% of which ($P < 0.0023$ and $.0021$) respectively. Consequently, various fruits such as mango, banana, avocado, and apple have been faced challenges inadequacy of farm lots. Plots which had been under cover of the various fruits are being shrunk in a share of other cereal and staple food crops and redistribution for aged household members.

Market demand: Demand is one of the driving forces of the fruits value chain in the competitive market environment and even without having a clear dimension of the market demands of the product it is worthless to embark for supplying of marketable surplus. As the regression logit Model result shows that is significant at 5% ($P < .0031$) and the coefficient of Beta value is also positive which reveals that the likelihood that as demand increase, supply chain of fruits perform well supplying its products in line of the existed networking system. Therefore, in this study conducted area due to high market demand of the fruit, wholesale traders, retailers and brokers well networked with each other to distribute the products at short lead time to final consumers.

Infrastructure facilities: Infrastructure facility means the combination of confined variables which have the strong correlation with value chain drivers. However this specific study discriminates these extraneous variables attempt to analyze as a single infrastructure

variable. In this analysis logit regression model is significant at 5% ($P < .0012$). Coefficient of Beta value shows negative sign that as infrastructure facilities unimproved has direct negative effect on the value chain performances. Without having adequate infrastructure facility, it is unthinkable to realize effective supply and value chain networking system between producers and consumers in general fruits producers and consumers in particular.

Vertical and horizontal Coordination of chain: Chain actors are the basic part of value chain activities. It is chain actors who align a chain to be visible and said to be a chain. But if it is not aligned in right way, its existence becomes bane and rubbish. Regarding with logit regression analysis it is significant at 5% ($P < .0012$). It is assumed that likelihood that aptly in vertically and horizontally aligned chain actors coordination would have direct interconnection with value chain performance.

However, as a negative sign of Beta value coefficient reveals that chain actors networked in indirectly connected. Autonomous fruits growing farmers are not visible in the existed value chain and brokers and wholesale traders deflected a chain into they needed direction.

Insurance services access: Regression logit model is significant at 5% ($P < .0041$). Beta value shows a positive sign that likelihood that having insurance access would have a positive impact on the value chain performance.

8. Conclusion

Based on the both descriptive and regression model analysis it may conclude as follows.

As descriptive analysis finding facts shows that 91% of sampled respondents gave their responses as almost all of the small households have no involvement in value chain activities. Furthermore, an interviewed officers and chain actors also realized farmers are out of direct participation in local, regional and national marketing system. Thus it can be understandable in the Sidama Zone fruits producing farmers are not aligned in the line of the value chain. According to SNV (2011) the study result shows that the Sidama Zone fruit producers have no bargaining power and they are price taker that decided by brokers and wholesale traders. In regression logit model analysis the thirteen independent variables were supposing that would have significant effects on fruits value chain performance. However, only the seven variables viz, plot size, product quantities and qualities, market demand, infrastructure faculties, chain actors coordination, and insurances services are found to be significant while remaining of five viz, education, training, credit access, distances

and family size are of independent variables have no significant effects on the dependent variable. The regression model result portrays in the Sidama Zone variety of fruits growing farmers have been suffering from lack of well-organized infrastructure facilities, lack of sufficient lot size, absences of insurance services and lack to have transportation facilities. Consequently, quantities and qualities of producing outputs have been shrinking even though still now there is a high market demand for it.

9. Recommendation

One of the significant for this study to forward critical recommendation to whomever it may concern that would help him to take an appropriate measurement on the identified constraints.

As the study finding shows that there is no chain coordination among chain actors. Autonomous chain actors or producers have no real coordination with input suppliers, wholesale traders, retailers, and final consumers. Middlemen dominated the chain and due to that producers are simply price takers. There for the Sidama Zone, trade and industry and cooperative and market promotional office should directly involve and arrange necessary market channel and form regulated nearby market centers removing unnecessary middlemen interruption.

The Zone should attempt to create an access of infrastructure facilities, credit access to local peasants, insurance services to protect pre and post harvest loss, uses household asset building strategies, establish practical workable farmers training centers and supplying new suitable technology to enable the sector as to be improved.

Finally to remove the middlemen exploitation of the producers' profit without having any value addition, the Zone and districts cooperative and market promotional office should establish strong fruit producers' cooperative union. The policy makers also should have take into consideration to design fruits promotional initiative programs to narrow the gaps between producers and processor and or producers and final consumers.

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SAVING HABITS AND DETERMINANTS: A CASE STUDY OF SCHEDULED CASTES HOUSEHOLDS IN KERALA

***Manoj C **Dr. K Anil Kumar**

Abstract

The aim of this paper is to examine the saving habits and determinants of the savings of scheduled castes household savings in Kerala. The study provides an analysis of the determinants of household savings and its different aspects in Indian households. The data comprise a stratified sampling of 400 respondents drawn through a field survey. Household savings function is estimated to test households' responses to income, savings, consumptions and other household factors including demographic factors. Different statistical tests such as Chi-Square test and logistic regression method were performed for analysis of the responses of the survey. The present study is proposed with a view to bridging the existing gap of information regarding the economic status of scheduled castes in Kerala who remain in the lower strata coupled with social backwardness. The saving habit is significantly higher in urban area compared to rural area and saving habit as a significant positive relation with level of education of scheduled castes households. The result shows that saving habit found to increase with increase in educational level. Generally those who are having regular stable earnings have the saving habit higher than those who have irregular unstable earnings

Keywords: Household Savings, Investment, Saving Habits

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1. Introduction

‘Savings’ is an indispensable word for measuring economic behavior of human beings. We observe that insect like ant has the urge of saving for rainy season. Again, snake also saves for winter season. As the human being is a superior creature among all creatures, therefore, saving is innate by nature. Before analyzing the saving and investment of households it is important to bring some facts to light about the word ‘saving and investment’. ‘Saving’ are the unconsumed earning of an individual consumption and capital formation including investment. Again saving may be defined as changes in earned surplus or earned net worth of an economic unit. National saving constitutes the sum of net changes in the worth of all economic units in an economy. Saving has been defined by C.S.O. as the excess of current income over current expenditure and is the balancing item on the income and outlay accounts of producing enterprise and households, government administration and other final consumers.

For the estimation of domestic saving, the whole economy is broadly classified into three institutional sectors, i.e., (a) household (b) private corporate and (c) public. The savings of the household sector can be measured by (i) total financial saving and (ii) savings in the form of physical assets. The financial saving includes possession of currency, net deposit, investment in shares, debentures and govt. securities and small saving whereas, the physical asset include machinery, equipment, construction, inventories, etc., held by an individual. Secondly, the saving of the private corporate sector constitutes the net saving of non-government, non-financial companies, private financial institutions and cooperative institutions as revealed from the profit and loss account and balance sheet of these companies. Thirdly, the saving of the public sector includes the net savings of both department and non-department shown as the excess of current expenditure of the government. Likewise, investment may be defined as deployment of funds in any type of economic activity for future return. It generates funds for future, which helps in the development of economy of a country.

2. Statement of the Problem

The scheduled castes are at bottom of the socio-economic hierarchy in India. In order to help them to catch up with the development process of the rest of the population to help improve their status and compete with others in securing professional jobs, the government of India and state Govt’s have made available to them various concessions and privileges. The present study essentially deals with the saving habits and determinants of the savings of scheduled castes household savings in Kerala. The present study is

proposed with a view to bridging the existing gap of information regarding the economic status of scheduled castes in Kerala who remain in the lower strata coupled with social backwardness

3. Review of Literature

R.Rajkumar (1986) has studied “the household savings, determinants and motivation. The study disclosed that the savings made by salaried group of the households are in the form of life insurance and provident funds.”

Raju (1993) in his study, “Household sector Savings and Deposit mobilization in Kerala” identified that the major determinants of savings behaviour of the household sector are income, education of the head of the household and the size of the household. He also observed that the investment in physical assets is comparatively high among the rural households. He suggested that this can be reduced through proper education among the households.”

Prema Chandra & Pang Long (2003) “the study focused that the household saving rate rises with both the level and the rate of growth of household disposable income and that the real deposit rate has a significant positive impact on saving.”

Athukorala and Sen (2004) examined the determinants of savings in India, during the period (1954-1998). The methodology used in this study involving the estimation of a saving rate function derived from the life-cycle model. The results of the estimated model provided an evidence of a statistically positive effect of the real interest rate, the growth and the level of per capita income, the spread of banking facilities, and the rate of inflation on saving. On the other hand, terms of trade and inward remittances by expatriate Indians witnessed a negative impact on the saving rate. Fiscal policy reported that public saving seemed to be an imperfect substitute for private saving.

Rakesh Mohan (2008) he argues that “India’s growth has been largely enabled by the availability of domestic savings, which have increased steadily over the decades and revival of public investment accompanied by higher public savings would be necessary to improve and expand public services.”

4. Objectives of the Study

1. To study the saving habits of Scheduled castes households with respect the area of residence.
2. To find out the determinants of saving habits of Scheduled castes households in Kerala

5. HYPOTHESIS

1. There is no significant difference in the propensity to save among scheduled castes household residing in urban and rural areas in Kerala.
2. The saving habit of the scheduled castes households in Kerala is not significantly related to their characteristics.

6. Research Methodology

Both primary and secondary data were used for this study. It was descriptive in nature. Primary data were collected among the scheduled castes households through structured interview schedule. Collected data were analyzed through percentage, Chi-Square test and logistic regression analysis. Secondary data were collected through published research reports relating to savings and investment, Working Papers of Institute of Rural Management, Published reports of Reserve Bank of India, Journals like Indian Journal of Finance, Indian Management, Journal of Micro Finance, XIMB Journal of Management and subject related to Newspapers, Websites etc.

The primary data relating to the mobilization of household savings and investment pattern is collected from a sample survey of 400 households. They are collected from three districts of Kerala, geographically located at the south, middle and north of the state. Kollam district was selected from the south, Palakkad from the middle and Kozhikode from the north. From these districts 20 sample strata were selected from two regions, viz., rural and urban, based on the distribution of population, according to the 2011 census. Of these 20, 14 sample rural strata were selected from the three sample districts in the following manner, i.e., four strata from Kollam, six strata from Palakkad and four strata from Kozhikode. From the urban regions six strata were selected, two from Kollam, one from Palakkad and three from Kozhikode. Each stratum consisted of a sample unit of 20 households, i.e., 280 households from 14 strata of the rural regions and 120 households from the 6 strata from of the urban regions which together constitute 400 sample households from the 20 strata of rural and urban areas.

7. Result and Discussion

7.1. Variation of saving habit with respect to locale

To study the variation of saving habit of scheduled castes households with respect to area of residence, chi-square analysis was conducted. Table 1.1 presents the distribution of sample by habit of saving and locale with test of significance.

Table 1.1 reveals that habit of savings in rural and urban area. The significance level of chi-square is less than 0.05 which indicates the savings habit of scheduled castes households in Kerala significantly different in rural and urban areas.

Table 1.1
Distribution of sample by habit of saving and locale

Locale	Total		Habit of savings				Chi-square	Sig.
			Have		Have not			
	N	%	n	%	N	%		
Rural	280	100.00	22	7.86	258	92.14	133.344	0.000
Urban	120	100.00	74	61.67	46	38.33		
Total	400	100.00	96	24.00	304	76.00		

Sources: Primary Data

Among household in urban area the majority (61.67 per cent) have saving habit and 38.33 per cent have no saving habit. At the same time among scheduled caste households living in rural area 92.14 per cent have no saving habit and only 7.86 have the habit of savings. From the result it is evident, the propensity to save significantly depends on the place of residence of the scheduled castes households. The saving habit is significantly higher in urban area compared to rural area. Hence the result reject the null hypothesis that there is no significant difference in the propensity to save among scheduled castes household residing in urban and rural areas and accepts the alternative hypothesis that there is significant difference in the propensity to save among scheduled castes household residing in urban and rural areas

7.2. Determinants of savings

In order to find out the significant determinants of saving habit, logistic regression analysis was conducted. The dichotomous variable representing habit of saving was taken as dependent variable and Age, Gender, Marital status; Education and Occupation were taken as independent variables. As the independent variables were categorical, they were converted into dummy variables. The following is the details of the dummy variables used in the regression analysis.

Age A1: 1 if Up to 35, 0 Otherwise
 A2: 1 if 36-45, 0 Otherwise
 Above 45 is the reference category
 Gender G: 1 if male, 0 Otherwise
 Female is the reference category

Marital status	M1:1 if married,0 Otherwise M2:1 if unmarried, 0 Otherwise Others is the reference category
Education	E1:1 if illiterate, 0 otherwise E2:1 if primary,0 otherwise E3:1 if high school,0 otherwise College is the reference category
Occupation	O1:1 if daily wagger,0 otherwise O2:1 if industrial labour,0 otherwise O3:1 if pvt. employee,0 otherwise O4:1 if business man,0 otherwise O5:1 if govt. employee,0 otherwise O6:1 if Pensioners,0 otherwise Others is the reference category

For extract the most significant predictors in the habit of saving, backward conditional method was adopted. The backward selection method eliminated eight insignificant dummy variables from the regression model and at the ninth step the final regression model was derived. Table 1.2 presents the model summary of logistic regression on habit of saving.

Table1.2

Model summary of logistic regression on habit of saving

Step	-2Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	291.697	0.311	0.466
9	295.561	0.305	0.456

Sources: Primary Data

The value of Cox & Snell R Square is 0.311 for the initial regression model and 0.305 is for the final regression model. From the result it can be inferred that all the predictor variables are capable of explaining 31.1 per cent variation in the saving habit of scheduled castes households in Kerala. The R Square of the final regression model indicates that 30.5 per cent of variation in the saving habit of the sample is determined by the retained dummy variables. It means that the removed eight dummy variables represent only 0.6 per cent of the variation in the saving habit of the scheduled caste households in Kerala.

Table1. 3

**Coefficients of the initial logistic regression model for the saving habit of
scheduled castes households in Kerala**

Variables		B	S.E.	Wald	df	Sig.	Exp(B)
Age	A1: 1 if Up to 35, 0 Otherwise	-0.357	0.518	0.475	1	0.491	0.700
	A2: 1 if 36-45, 0 Otherwise	0.289	0.420	0.472	1	0.492	1.335
Gender	G: 1 if male, 0 Otherwise	0.021	0.542	0.001	1	0.970	1.021
Marital status	M1:1 if married, 0 Otherwise	-0.065	0.668	0.010	1	0.922	0.937
	M2:1 if unmarried, 0 Otherwise	-0.047	0.769	0.004	1	0.951	0.954
Education	E1:1 if illiterate, 0 otherwise	-21.564	8559.298	0.000	1	0.998	0.000
	E2:1 if primary, 0 otherwise	-3.098	0.661	21.944	1	0.000	0.045
	E3:1 if high school, 0 otherwise	-2.580	0.510	25.566	1	0.000	0.076
Occupation	O1:1 if daily wager, 0 otherwise	0.091	0.723	0.016	1	0.899	1.096
	O2:1 if industrial labour, 0 otherwise	1.152	0.752	2.348	1	0.125	3.165
	O3:1 if pvt. employee, 0 otherwise	0.386	0.597	0.417	1	0.518	1.471
	O4:1 if business man, 0 otherwise	0.814	0.741	1.205	1	0.272	2.256
	O5:1 if govt. employee, 0 otherwise	1.997	0.784	6.485	1	0.011	7.370
	O6:1 if Pensioners, 0 otherwise	2.420	1.107	4.775	1	0.029	11.245
Constant		0.242	0.794	0.093	1	0.760	1.274

Sources: Primary Data

From Table 1.3 it can be seen that two dummy variables representing educational categories and another two dummy variables representing categories of occupation are significant as the significance levels are less than 0.05. The dummy variables representing primary and high school level of education have negative regression coefficients which indicates that compared to the reference category of college educated, the saving habit are significantly lower among primary and high school educated scheduled castes households in Kerala. For the variable representing government employees and pensioners the regression coefficients are positive which indicates that compared to the reference category of *other* occupation the saving habit is significantly higher.

Table 1.4

Coefficients of the final logistic regression model for the saving habit of scheduled castes households in Kerala

Variables		B	S.E.	Wald	df	Sig.	Exp(B)
Education	E1:1 if illiterate, 0 otherwise	-21.808	8569.170	0.000	1	0.998	0.000
	E2:1 if primary, 0 otherwise	-3.282	0.451	52.860	1	0.000	0.038
	E3:1 if high school, 0 otherwise	-2.735	0.362	56.962	1	0.000	0.065
Occupation	O2:1 if industrial labour, 0 otherwise	1.141	0.390	8.541	1	0.003	3.130
	O5:1 if govt. employee, 0 otherwise	1.630	0.599	7.416	1	0.006	5.104
	O6:1 if Pensioners, 0 otherwise	2.120	0.930	5.195	1	0.023	8.328
Constant		0.605	0.275	4.838	1	0.028	1.832

Sources: Primary Data

Table 1.4 presents the coefficients of the final logistic regression model for the saving habit of scheduled castes households in Kerala. From the table it is seen that three variables representing category of education and three variables representing category of occupation are retained in the final regression model. Even though the significance level of variable representing illiterate is higher than 0.05, it is included in the final regression model by the backward conditional method because of the magnitude of contribution of this variable on the saving habits of the sample.

The coefficient of all the variable representing categories of education is negative and the absolute value is highest for illiterates. The absolute value of the coefficient is smaller for primary educated and least among high school educated. From the result it can be inferred that saving habit is lowest among illiterate scheduled castes households followed by primary and high school educated compared to college educated. The result indicates that habit of saving increases has level of education increases. It means that saving habit as a significant positive relation with level of education of scheduled castes households.

The coefficients of variable representing occupational categories such as industrial labour, government employee and pensioners are positive, which indicates that compared to the reference category of *other* occupation, scheduled castes households who are industrial labours, government employees and pensioners have significantly high level of saving habit. The saving habit is found to be highest among pensioners followed by government employees and industrial labours. The result indicates that daily wagers, private employees, business men and people with other occupation have significantly lower level of saving habit.

The result of the analysis showed that the saving habit of the scheduled castes households in Kerala is significantly related to their level of education and type of occupation. Hence the result rejects the null hypotheses that the saving habit of the scheduled castes households in Kerala is not significantly related to their characteristics and accepts the alternative hypothesis that the saving habit of the scheduled castes households in Kerala is significantly related to their characteristics.

8. Findings and Conclusion

The propensity to save significantly depends on the place of residence of the scheduled castes households. The saving habit is significantly higher in urban area compared to rural area. Households followed by primary and high school educated compared to college educated. The result indicates that habit of saving increases has level of education increases. It means that saving habit as a significant positive relation with level of education of scheduled castes households. Scheduled castes households who are industrial labours, government employees and pensioners have significantly high level of saving habit.

The saving habit is found to be highest among pensioners followed by government employees and industrial labours. The result indicates that daily wagers, private employees, business men and people with other occupation have significantly lower level of saving habit. Analysis shows that, it was clear that age, gender and marital status have no significant effect on the saving habit of scheduled castes households in Kerala. The saving habit found to increase with increase in educational level. Generally those who are having regular stable earnings have the saving habit higher than those who have irregular unstable earnings.

Savings play a vital role in the economic development of a country. Even if a considerable degree of external assistance and loans are available for the rapid economic progress of a developing economy, the nation will have to play on its own domestic savings for a major portion its funds for financing investment. In India as on most other countries households are the largest contributors to the national pool of savings. The economic development of a country depends on an effective utilization of domestic savings.

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THE PARADOXES OF MOTION AND TEMPORAL DIMENSION OF THE OBSERVER

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Abstract

Zeno's paradoxes as proofs against multiplicity and motion stood unchallenged for over two millennia. These paradoxes, apparently, are unsolvable. Paradoxes arise when one and the same phenomenon interpreted in one way goes against another way of interpretation or against our observation. The way to the solution of the paradoxes in general depends on the identification of some basic concept that has been non-obviously misunderstood/ misinterpreted in the paradoxical statement/ argument. With the explanation of the concept that is misunderstood/ misinterpreted, the paradox becomes dissolved rather than being solved. The notion of motion involves both space and time. Motion is realised through the traversing of space in time. All motions are relative and hence the objects in the moving frame of reference moves with respect to the observer's frame of reference that is considered to be static. In any observation of motion, the observer merely observes the changes in the spatial dimensions of the object, while keeping the temporal dimension in the observer's frame of reference. This leads to the division of the components, spatial and temporal, of the phenomenon of motion; the spatial as observed in the object of motion and the temporal as inferred by the observer of motion. The way to resolve these paradoxes involving motion is to integrate the notion of time with the spatial displacement of the object as seen in the notion of instantaneous velocity. That in a way is to consider motion independent of the observer.

Keywords: *Zeno's Paradox, motion, measurement of time, truth value, observer, paradigm, temporal sequence, theory of relativity, Newtonian mechanics, differential calculus, infinity, instantaneous velocity.*

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1. Introduction

A paradox is not a conflict within reality. It is a conflict between reality and your feeling of what reality should be like. Richard Feynman

Zeno's paradoxes as proofs against multiplicity and motion stood unchallenged for over two millennia (Grant and Woods 151). Among them are the paradox of 'Achilles and the Tortoise', and that of the moving arrow. Often, the paradox of the moving arrow is treated as different, referring to absolute motion and the other to relative motion. The discovery of differential calculus in Mathematics enabled the summation of infinitely repeating series with the notion of *limit* could be employed to solve the *problem*¹. However, the paradox remains unresolved and hence, the solution to the problem remains unsatisfied.

2. Objective

The present paper is intended to analyse the two paradoxes of Zeno stated above to show how the notion of time alienated from the notion of motion leads to these paradoxes. The paper is also intended to show that in all observations, time, inevitably remains as the dimension of the observer, while space remains as the dimensions that are observed.

3. Methodology

The present paper mainly utilises the analytic tool for resolving the paradoxes. Conceptual analysis is done to get into the exact meanings of the terms used. Various concepts are also analysed to find the ambiguity of use and to show how these ambiguities in use lead to paradoxes.

4. The Paradoxes: Problems and Solutions

The paradox of the moving arrow is stated thus: An arrow is at rest if it is in a place equal to itself. At any given moment, even a very speedy arrow cannot be where it is not. Therefore, it must be where it is, and so in a place equal to itself. So, a flying arrow cannot move (Sorensen 49). The paradox thus states that the flying arrow is at rest in every moment that it flies.

The other paradox of Achilles and the Tortoise goes like this:

Since Achilles is the faster runner, we give the tortoise a head start. Can Achilles overtake the tortoise? To pass the tortoise, Achilles must first make up for the head start. But by the time he has covered that distance, the tortoise has moved ahead further. Achilles must therefore make up for that distance. But once Achilles has done that, the tortoise has moved again. Although this new distance is shorter, Achilles must still make up for it. But the enterprise of making up this endless sequence of

distance debts is futile. Achilles cannot pass the tortoise because he cannot catch up infinitely many times (Sorensen 49).

These paradoxes, apparently, are unsolvable. But, it is to be taken into account that paradoxes do not *exist* in the world out there, but they lie in our understanding. Paradoxes arise when one and the same phenomenon interpreted in one way goes against another way of interpretation or against our observation. This leads paradoxical statements (conclusion, if the paradox is stated as an argument) to be both true and false together, or they do not have any fixed truth value. Their truth values change, even when the conditions that determine their truth value remain unchanged. Paradoxical statements are different from contradictory statements, since a contradictory statement is always false, while a paradoxical statement changes its truth value depending on the way we think/ experience.

A paradox is *an apparently unacceptable conclusion derived by apparently acceptable reasoning from apparently acceptable premises. Appearances have to deceive, since the acceptable cannot lead by acceptable steps to the unacceptable* (Sainsbury 1). So, in analysing a paradox, one needs to go deeper into the concepts that have been employed in an apparently acceptable form. In the present cases, it is obvious that there is no problem either with the premises or with the simple mathematical calculations that are carried out. Since paradoxes are not the outcome of the way (structure and process) we do the reasoning, they cannot be solved by finding some fallacy in the thought process. However, the core *problem* that the paradox addresses may be solved using different methods. This, however, will leave the paradoxical nature of the statement/ argument unresolved and hence the earlier solution becomes unsatisfactory.

The way to the solution of the paradoxes in general depends on the identification of some basic concept that has been non-obviously misunderstood/ misinterpreted in the paradoxical statement/ argument. With the explanation of the concept that is misunderstood/ misinterpreted, the paradox becomes dissolved rather than being solved. Here, the *solution* to the paradox lies in identifying the concept that generates the paradox and explaining it².

Hence, the solution to the paradox demands a shift in the paradigm of the explanation given to the paradox. This in turn is no solution, for, there is no *real* problem in paradoxes. They are dissolvable rather than solvable, by making our understanding explicit. This article is an attempt to dissolve – rather than to resolve- these paradoxes through a shift in the paradigm of observation. It is also intended to show here that the paradox of the moving arrow is not fundamentally distinct from that of Achilles and the tortoise, through establishing the interrelationship between the observer and the temporal dimension of the experience.

5. Analysis of the Paradox of Moving Arrow

The paradox of the moving arrow is the one that explicitly relates time with motion. The spatial position of the arrow is correlated with the temporal sequence in the explanation. The argument may be restated thus:

- (1) : At each instant, the arrow does not move.
- (2) : A stretch of time is composed of instants.
- Conclusion : In any stretch of time³, the arrow does not move (Sainsbury 20).

Let us consider that the arrow moves from point A to point B in time t . The average velocity of arrow may be calculated as $|B - A| / t$. The measurement of the arrow movement, say from A to A[§], is taken as a shift in position within a period of $t^§$. While calculating the velocity of the arrow between A and A[§], the distance between A and A[§] is measured and is normalised for unit time; i.e. one second. Hence the velocity of the arrow between A and A[§] is $|A^§ - A| / t^§$. The distance moved, i.e. $|A^§ - A|$ can be measured from the two positions of the arrow. But how can the time be measured?

The time, generally, is considered flowing independent of all events, flowing of its own and hence unrelated to any occurrence in the world. So, it can be measured using instruments such as clock or stopwatch, whose function is not dependent on the events, the time between which is measured. The observation of the arrow movement can be seen as completely distinct from the observation of time. The observer never observes the time change *in* the arrow. However, s/he is able to observe the positional change of the arrow. That is to say that the measurement of time that the arrow took to travel is observed distinct from the spatial change of the arrow. In other words, the time is not *left* for the measurement after the arrow passes away, but the space (distance) is still available for observation and measurement even after the arrow leaves the space⁴. The measurement of the time and space with respect to the motion of the arrow differs like this: The frame of reference for the measurement of space is often other objects or space that presents themselves for measurement even after the arrow leaves the space, whereas the measurement of time is a complex problem. Time is never observed, but inferred as the necessary condition of the observed motion. It is the observer herself/himself, who is the frame of reference for the measurement of time. Even when a clock is used, the time is measured in terms of the space covered by its hands⁵. The time in any case remains as an essential feature of the observer (Steiner 13-15). The problem in case of the moving arrow is that, while both space and time are the necessary components that contribute towards the motion of the arrow, only the spatial dimension is the measurable feature *of the arrow*. The isolation of the temporal dimension from the reality with respect to the moving arrow,

in a sense, divides the real features of the arrow with respect to the observer; the observed reality of the spatial dimension and the isolated reality of time. This reality of time is rather inferred than observed by the observer.

6. The Notion of Simultaneity and its Dependency on the Observer

Einstein's Special theory of Relativity (SR) gives us an insight into the necessity to integrate the notion of time with the measurements made. The debate between Newtonian mechanics and Einstein's theory of relativity can be viewed as the debate between the rigid objectivity of knowledge and the relative objectivity of knowledge. For Newtonian mechanics, the whole truth about the space and time related to an object lies in the object itself and any state of an object is the same for all observers (Newton 77-78). This, essentially, is due to the absolute nature of space and time in Newtonian mechanics. However, according to SR, the observed realities depend on the relative velocity between the observer and the observed. It is significant to note here that Einstein challenged the notion of simultaneity (Russell 43). According to this notion, two events that are simultaneous for one observer need not to be simultaneous for another. The notion of simultaneity is sufficient to illustrate that the temporal dimension as the frame of the observer.

The notion of simultaneity in SR amounts to rejecting the existence of time independent of the observer. If time is absolute and independent of the observer, as in the case of Newtonian mechanics, then the measurement of time carried out by two or more observers from distinct positions/ frames of references must be the same. But, it is not necessarily so, as illustrated by the notion of simultaneity by Einstein. Employing the notion of simultaneity makes it simple to understand the relative (not subjective)⁶ nature of time without any actual measurement of time. Einstein put forward the following thought experiment to illustrate that the notion of simultaneity and thus the notion of time is observer (reference body) dependent.

We suppose a very long train travelling along the rails with the constant velocity v and in the direction indicated in Fig. 1. . . .

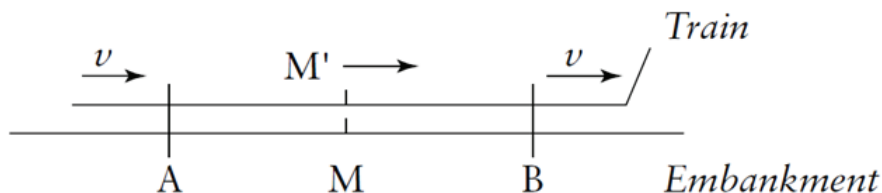


FIG. 1

Are two events (*e.g.* the two strokes of lightning *A* and *B*) which are simultaneous *with reference to the railway embankment* also simultaneous *relatively to the train*? We shall show directly that the answer must be in the negative (Einstein 26).

Einstein illustrates that, what we mean by saying that the lightning stroke *A* and *B* simultaneously is that the rays of light emitted at the places *A* and *B* meet together at the midpoint (*M*) between *A* and *B* of the embankment. When the observation is made from the train, when the light rays meet at the midpoint (*M*), the midpoint (*M*) of the embankment coincides with the midpoint of the train (*M*'). However, since the train is moving forward with the velocity *v*, the light rays that emitted from *B* hits the passenger sitting at the midpoint *M*' of the train before those from *A* hits him, since he is heading towards point *B* and riding away from point *A*. Hence that person sitting at *M*' will see the rays of light emitted from *B* before he sees that emitted from *A*. Thus, the observer who takes the embankment midpoint as reference body will observe the lightning strokes *A* and *B* as simultaneous events and the observer for whom the midpoint (*M*') of train is the frame of reference the lightning stroke at *B* occurred before that at *A*.

From this illustration, it is clear that the notion of simultaneity is not any intrinsic property of the events being observed nor are by any means dependent on the relation between the two (or more) events. Rather, the notion of simultaneity, and thus the notion of time, depends on the relative velocity between the events on one hand and the observer on the other. Hence, two events that are simultaneous for one observer may be separated in time for another observer¹. Hence, in the present case, it becomes necessary to take the observer into account for analysing any notion related to time.

Events which are simultaneous with reference to the embankment are not simultaneous with respect to the train, and *vice versa* (relativity of simultaneity). Every reference-body (co-ordinate system) has its own particular time; unless we are told the reference-body to which the statement of time refers, there is no meaning in a statement of the time of an event (Einstein 27).

7. The Dynamic Nature of 'Moment'

In the paradox, it is asserted that at any specific moment in time, the arrow is at a particular space and hence it is at rest. The true question here is, does the arrow not move in a specific moment? (Does it not have any velocity at a specific moment?). Any 'moment' for that matter, being an element of time, cannot be equated with zero time. This can be illustrated with the example of the arrow being photographed with a camera. Let the shutter speed of the camera be one second. The image of the arrow captured, then will stretch over a distance corresponding to the distance moved by the arrow in one second (say *d*)

plus the length of the arrow (say l), that is $d + l$. Now, let the shutter speed be reduced to 0.5 second; the image then will be stretched over a distance of $(d/2) + l$ (assuming that the velocity of the arrow remains constant). With further reduction in shutter speed, the image length will be further reduced such that the distance moved by the arrow is equivalent to the image length minus the length of arrow (l). But in no case, can the length of the image be equivalent to the length of the arrow, since, in such a case the shutter speed must be zero or the lens is not exposed. Hence at no instance in its motion can the arrow be at rest. In other words, in no moment can the time be equivalent to zero. In other words, no moment can be static. This illustration explains the inseparable relation between time and motion. It is to be noted that the very notion of static moment is paradoxical. This is because the notion of moment is a measure of time and time by its very nature is dynamic.

Considering that the duration of a moment cannot be equated to zero, but can be near to zero, the question can be re-framed as ‘does the arrow move in an infinitesimally small time that is much closer to zero? The paradox arises due to the non-accounting of time in the specific moment of motion. Hence, it can be seen that, the paradox is a result of dividing the reality with respect to the arrow into spatial and temporal components. Hence, in order to resolve the paradox, we need to introduce the element of time inferred by the observer into the observed element of spatial dimension of the arrow.

We may call differential calculus for help here. As seen earlier, we can calculate the velocity of the arrow over a distance by knowing the time taken to travel that distance. To state that the arrow does not move at any specific moment amounts to stating that the arrow travelled zero distance at zero time. As seen earlier, time being a measure of change, a moment can be considered not as zero time, but as nearly zero time (for the notion of zero time amounts to the non-existence of time). By knowing the distance that the arrow moves during this moment, the specific velocity of the arrow at this moment (instantaneous velocity) can be calculated thus:

Instantaneous velocity $v = \Delta x / \Delta t$ (when t approaches zero). Where Δx is the change in distance and Δt is the change in time.

$$= dx / dt$$

This value of velocity of the arrow at any moment in time can be calculated with the help of Newtonian mechanics. If the velocity of arrow at time t is v then:

$$v = u + at \text{ where } u \text{ is the initial velocity and } a \text{ is the acceleration.}$$

The incorporation of time with motion doesn't allow us to conceive the moving arrow to be still at any moment. The paradox of the moving arrow thus is implicit in the notion of moment used. A moment *in the paradox* is a unit of time where time does not lapse. That

is to say that a unit of time where there is no time. This notion of moment is self-contradictory since the notion in a sense asserts the lapse of time and in another sense, it asserts no lapse of time. It is from this contradiction, by asserting the distinct contradictory elements of 'time' and 'no time', by isolating the temporal dimension from the arrow, that the paradox arises. While we conceive a moment as comprising of time, the arrow moves and while we conceive the moment as comprising of no element of time, the arrow does not move.

8. Analysis of the Paradox of Achilles and Tortoise

The foregoing idea of incorporating the temporal dimension of motion will be helpful in resolving the paradox of Achilles and Tortoise. For the simplicity of analysis, the paradox may be re-stated as follows:

Imagine a race between Achilles and a tortoise. Suppose that Achilles can run twice faster than the tortoise which has 100 metres head start. The total distance for the race is 200 metres and the tortoise can run at a speed of 5 metres per second. By the time Achilles has covered 100 metres, the tortoise will be 50 metres ahead; when Achilles has covered that 50 metres, the tortoise will be 25 metre ahead; when he covers that distance, the tortoise will be 12.5 metre ahead, and so on to infinity (Grant and Woods 160-Re-phrased). It may be noted that the infinite segments of space cannot be travelled by the Achilles in any finite time. The distances covered by the Tortoise and the Achilles may be tabled as shown below.

Table: 1

Tortoise	100	150	175	187.5	193.75	196.875	198.4125
Achilles	00	100	150	175	187.5	193.75	196.875
Time in Seconds	0	10	15	17.5	18.75	19.375	19.6875

As the table shows, the Achilles will never be able to meet or cross the tortoise. There are two more implications of this calculation. Firstly, none of them will be able to complete the 200 metres. And secondly, they can never run till twenty seconds!

There are many possible solutions to the problem, all of them leaving the paradox untouched. The difference between the Achilles and the tortoise being 100, 50, 25, 12.5, 6.25... is a geometrical progression whose common ratio is less than one. This will converge at infinity and the value may be found using differential calculus for limit infinity⁸

Another possible solution is by finding the meeting point of Achilles and tortoise.

Let x be the speed of tortoise; here $x = 5$ m/s. The speed of Achilles then is $2x$ i.e. 10 m/s

Suppose that they meet at a distance y from the starting point of tortoise. If the time taken for them to meet at y is t then:

Distance travelled by the Achilles to reach $y = 10t$

Distance travelled by tortoise to reach $y = 5t + 100$

$$\therefore 10t = 5t + 100$$

$$\Rightarrow 5t = 100$$

$$\Rightarrow t = 100/5 = 20$$

$$\Rightarrow \text{The distance travelled by the Achilles is } 20 \times 10 = 200 \text{ metres.}$$

Accordingly, the Achilles and the tortoise will meet at 200 metres on the 20th second of their race, neither of which could be attained in the previous explanation.

These solutions, however, doesn't solve the paradox put forward by Zeno, nor do they explain the error in the paradoxical thinking. The paradox may be explained by re-structuring the table above to incorporate the element of time in motion.

Table: 2

Time in Seconds	0	4	8	12	16	20
Tortoise	100	120	140	160	180	200
Achilles	00	40	80	120	160	200

It may be observed from the comparison between Table:1 and Table: 2 that, when time is taken as an independent variable (and time of course is), there is no paradox. And when time is taken as a function of space traversed, neither the Achilles nor the tortoise can complete the race. Hence, it may be safely assumed that the paradox can be dissolved through explaining motion as a function of time observed by the observer.

A distinction, normally, is made between the arrow paradox and the Achilles paradox. As the arrow alone is involved, the former is considered as an example of absolute motion (Lynds). As both the Achilles and tortoise are involved, the latter is considered as an example of relative motion. An explanation analysing these standpoints can make the implicit element of the paradox explicit.

It has been pointed out by special relativity that no motion is absolute. Any motion requires two frames of references; that of the object and of the observer. While the temporal dimension of the observer is explicit in the paradox of moving arrow, as explained by the camera analogy, it is not explicit in the tortoise and Achilles paradox. This is possible, since, in the latter we are able to observe motion with respect to the two elements involved, i.e. the Achilles and the tortoise. As this makes it possible to perceive motion without the active observer and the observer's temporal dimension, this enabled us to easily overlook the temporal dimension of motion. However, since, the motion observed is always in relation to the frame of reference of the observer (reference body), no real account of motion can be conceived without taking the observer into account. The special relativity provides sufficient insight into this notion. Since all measurements of the objects in motion are relative to the observer, and since there is no absolute motion (except for light), all notions of motion must take the observer into account. From the present analysis, it can be seen that, out of the spatial and temporal dimensions of motion, the temporal dimension essentially lies with the observer. It is from the dimension of time that the observer observes the changes in three dimensions (that of space), leaving the dimension of observation, time, unobservable.

9. Conclusion

The notion of motion involves both space and time. Motion is realised through the traversing of space in time. All motions are relative and hence the objects in the moving frame of reference moves with respect to the observer's frame of reference that is considered to be static. In any observation of motion, the observer merely observes the changes in the spatial dimensions of the object, while keeping the temporal dimension in the observer's frame of reference. This leads to the division of the components, spatial and temporal, of the phenomenon of motion; the spatial as observed in the object of motion and the temporal as inferred by the observer of motion. The way to resolve the paradoxes involving motion is to integrate the notion of time with the spatial displacement of the object as seen in the notion of instantaneous velocity. That in a way is to consider motion independent of the observer.

Notes and References

- 1 Any paradox has a problem to be solved. The solution to the problem, at times, is possible through some means that are not attempted in the paradox. For example, the problem of Achilles and the Tortoise is solved in Table:2, just by calculating the progress made by the Achilles and the tortoise in each second elapsed. This, however, leaves the problem posed in the paradox, when one attempts to solve the problem in the way it

was attempted in the paradox, paradoxical. Hence, the true attempt in resolving the paradox is not in finding the solution to the posed problem, but to dig out the error in the presented paradox

- 2 Any concept used in a paradox may involve some ambiguity or vagueness that contribute towards the generation of paradox. The task in resolving the paradox, thus, lies in identifying the concept and explaining how it generates the paradox. The option to hold on one way of explaining the concept rather than the other still lies with the one who is attempting to understand it. Hence, the explanation will not leave the paradox non-effective one.
- 3 The notion of time itself is complex. Is a stretch of time made of instants? Instants with zero dimension? The same problem goes with length too. Is a specific dimension a collection of points? Points with zero dimension? If so, how a specific dimension can be attained by adding zero dimensions?
- 4 One only needs to have some reference for the future measurement of the difference. But, no such reference is available in the case of time after the event (the motion of the arrow. This is because of the dynamic nature of the time, that makes time to *flow* from past to present to future.
- 5 It may be noted that even in case of a digital clock, the time is calculated by counting the vibrations (mechanical movement, which essentially is spatial) of the crystal.
- 6 The rejection of rigid objectivity (Absoluteness) of space and time in SR often led people to interpret time in SR as not objective in nature. This consequently led many to consider time as subjective. A distinction need to be made between denying the absolute (rigidly objective) nature and accepting the subjective nature. Denial of the absolute nature of space and time in SR amounts to accepting a relative (not subjective) status to space and time. This, rather than being the denial of objectivity, is the assertion of relative objectivity; an objectivity based on the relative velocity between the frames of references of the observer and the observed.
- 7 This means that the notion of time cannot be independent of the observer and hence observer dependency becomes an essential nature of time.
- 8 All solutions lead to the answer that they meet at 200 metres.
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A CASE STUDY ON REASONS FOR CUSTOMER SHIFT FROM UNORGANISED TO ORGANISED RETAIL FORMATS

***Rijila P.T.**

Abstract

The Indian Retail industry has been gone through a transformation stage particularly in the last five to ten years. This huge transformation is distinctly visible once we see the small kiranas gradually getting replaced by huge shopping malls in the vicinity. This aspect is more visible particularly in the metros and tier one cities with a huge population base. This paper has made an attempt to study the major factors that shift the customers from unorganized to organized using standardized canonical distribution. This study reveals that one of the main reasons for the customers to opt for these organized retail outlets was the nonavailability of all their daily needs under one roof from unorganized retail shops.

Keywords: Retailing, Organised Retailing, Unorganised Retailing, Challenges, Customer Shift

1. Introduction

The retail sector is one of the main driving forces of current Indian Economy. In today's society, shopping has become more a habit than a need. Gone are those days when people used to shop for all the household requirements once a month or maybe once a fortnight. With the changing socio-economic structure where both the husband and wife

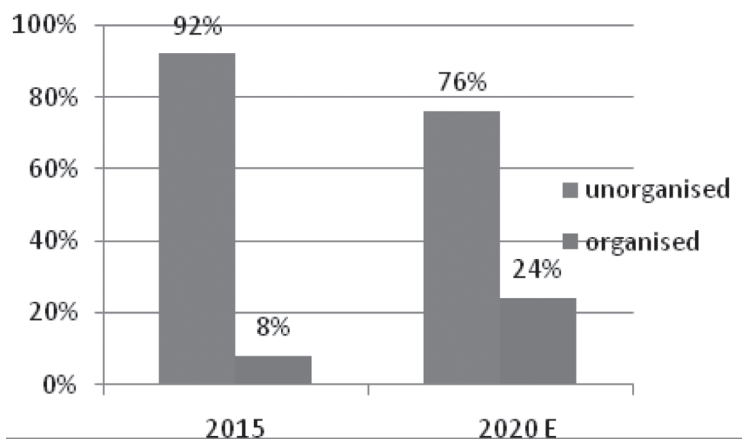
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are working leading to more disposable income and consequently higher propensity to spend – shopping today is more pleasure driven than a necessity driven aspect. Retailing consists all activities involved in the marketing of goods and services to consumers for their personal, family, or household use (Levy & Weitz). Retailing is the set of business activities that add value to the products & services sold to consumers for their personal or family use.

The retail sector in India witnessed significant development in the last 15 years – from small unorganized retail formats to organized retailing. Liberalization of the economy, the rise in per capita income, and growing consumerism has encouraged larger business organizations and manufacturers to set up retail formats. Retail sales in India amount to \$430 billion and account for 11-13 % of Gross Domestic Product. billion by 2018. The retail business in India in the year 2007 was Rs. 1, 54,000 and it is estimated to go up to Rs. 6,080,000 by 2025. According to industry experts, the next phase in organized retailing is expected to come from rural markets. A number of shopping malls are expected to increase at a CAGR of more than 19.9 per cent from 2009 to 2017. The Indian retail market is in its emerging stage, in 2015 the share of the organized retail sector is 8% but it is expected to increase to 24% in the year 2020. This shows there is a huge scope for the organized retail sector in India.

According to A T Kearney's Global Retail Development Index 2017, India ranks 1st among the top 30 emerging retail markets. The recent announcement made by the Indian government with Foreign Direct Investment in retail, especially allowing 100% FDI in single brands and 51 percent in multi-brand FDI has created positive attitudes in this sector.

Figure 1



Source: BCG Report

2. Statement of the Problem

Retail marketing is one of the important aspects that contribute to the development of our economy. Retailers, who are the connecting link between the producer to the final consumers, In this competitive world, we can see there is a huge shift from customers to organized retail formats from the unorganized sector. The customers are more dynamic and they have certain expectations for the items they purchase such as its quality, price, good services etc. the consumers prefer those shops from where he/she get all the products under one roof. Hence, there is a need for identifying the major reasons that shift the customers shopping from unorganized to organized.

3. Significance

The retail sector has played a pivot role throughout the world in increasing productivity of consumer goods and services. The industry has emerged as one of the fastest growing sectors in Indian Economy. The organized retail sector is growing at a fast pace and is overshadowing the unorganized retail sector. Nowadays the Indian cities are witnessing a paradigm shift of retailing from unorganized to organized. Once, Indian Kirana shops are one of the lifelines of Indian economic system. With such a strong setup, involving a huge amount, today's unorganized retail sector feel problematic with a quite small but fast and steady growing organized retail. Increase in the literacy rate, growing number of working women, high disposable income, easy availability of credit at low interest, growing middle-class penetration, changing lifestyles of Indian consumers, etc are the major factors that lead to the growth of organized retail sector. The success of the market or its failure depends on the buying behavior of customers. Hence, the present study tried to identify the major reasons that lead the urban and rural customers in Kerala to shift their shopping from the unorganized to organized formats.

4. Scope of the Study

As the word retail occupies an important place in the life of every human being nowadays, so its study becomes all the more important. People are always faced with a choice of the problem regarding what to purchase and from where can they make the purchases at best price. The present study has been made to analyze the "Reasons for customers shift from unorganized to organized retail formats in Kerala.

5. Objective

The objective of this paper is to analyze the major reasons which shift the customers shopping from unorganized to organized retail formats in Kerala.

6. Methodology

The study is basically descriptive and analytical in nature, based on both primary and secondary data. Secondary data were collected from various reports, books, journal articles and from websites. Primary data was collected from the customers. For the purpose of the study the 150 customers who make shopping from organized retail formats like shopping malls, hypermarkets, and supermarkets in Kerala were selected on the basis of the purposive sampling method. And the customers were grouped into two on the basis of their place of residence, viz, urban and rural customers. The questionnaire is the tool used for data collection. Data collected were used using multiple discriminant analysis

7. Review of Literature

Chandak P (2011) his study investigated about Indian consumers buying choice between local Kirana shops and modern organized supermarkets. The result of the study reveals that local Kirana stores have to face layout and product threat. Where the prices are concerned consumers are motivated to purchase bulk quantities from supermarkets. The emergence of organized retail sector poses a cut-throat competition rather than a threat to the local Kirana stores. In order to withstand in the market, the Kirana stores have to change the layout and ways of working.

Narayana L (2013) their study focused on consumer buying behavior towards organized and unorganized retail stores in Bangalore city. The survey concluded that in India the organized and unorganized retail sectors can co-exist and prosper. Change in the consumer behavior is the main factor that leads to the growth in the organized retail market. Now, most of the consumers prefer to shop at a place where they get food, entertainment, and shopping all under one roof. Proximity, goodwill, credit sales, bargaining, loose items, home delivery, convenient timing are the most attractive factors for the unorganized retail market.

Siva Kumar SNV & Anjali Chopra (2013) has tried to identify the determinants of customer satisfaction of traditional and modern retail formats in the case of food and grocery items. The findings of the study show that there was a good relationship between the types of goods purchased and choice of formats. Consumers preferred to buy processed foods from modern formats and fresh products from traditional formats. Proximity to the residence, hassle-free exchange policy and freshness of the products are the major attributes that score poorly to the modern retailers. The study highlighted that for attracting and maintaining the existing consumer's modern formats need to improve the in-store services.

Somasekhar & Sureshbabu (2014) in their article they tried to analyze the customers shopping behavior towards unorganized retailers in Andhra Pradesh. Seven attributes related

to the store like facilities and ambiance, Comfort and convenience, merchandise mix and hygienic, smooth transaction, and monetary benefits were identified through exploratory factor analysis. The results clearly indicate that in Rayalseema region in Andhra Pradesh smooth transactions and interaction of the store employees got top priorities from among the selected seven attributes. The paper also highlights that in the selected place the demographic groups have a different perception of these seven attributes.

DevikaL(2012) made an attempt to study the perception of consumers towards organized and traditional retail stores based on the socio-economic characteristics of the consumers in Kerala. It is revealed from the study that nowadays consumers have enough knowledge about the concepts and quality of products and services. The findings of the study show that nowadays consumers are looking for shopping convenience and want to have all products and services under one roof. The responses from the consumers towards the upcoming of organized retail shops in the state reflects a positive approach from different consumers having a different socio-economic approach.

8. Challenges faced by Unorganized Retail Sector

Even though the share of unorganized retail formats is (92 percent) high, when compared to organized retail formats (8 percent) it is not free from problems or challenges. With the entry of organized retail formats in Kerala, There is a Paradigm shift in the buying behavior of customers. Nowadays the customers visit the format having all products under one roof. The following paragraph explains the major challenges faced by unorganized retailers in Kerala.

1. The threat from organized retail Format: With the entry of organized retail formats the sales and profit of small shops are declining. The organized retailers offer the customers one-stop buying for all products.

2. Inefficient supply chain management: Even though Indian retailing is still dominated by the unorganized sector still there is a lack of effective and efficient supply chain management.

3. Human resource problems: Shortage of trained manpower is one of the major problems faced by unorganized retail sector today.

4. Political risk: Political change in Central and state governments put a lot of pressure and impose political risk on investment in retail by the unorganized retailers in Kerala.

5. Red-tapism: This implies that the retailer would have to go through different layers of government departments before getting the go ahead.

9. Results and Discussion

The following tables explain the major factors that influence the urban and rural customers to shift their shopping from unorganized to organized retail formats in Kerala. For the purpose of the study 17 major problems related to unorganized retail formats were considered. viz, the price charged, quality of products, non availability of all products, non availability of latest trend and fashion of products, poor hygiene, poor parking facilities, poor sales personnel, no discounts and offers, slow checkout of products, no promotional activities, impolite sales personnel etc.

Table 1

Wilks' Lambda

Test of Function(s)	Wilks' Lambda	Chi-square	df	Sig.
1	.858	67.417	17	.000

Source: Survey data

Table 2

Functions at Group Centroids

Place of Residence	Function 1
Urban	-.314
Rural	.526

Source: Survey data

The dominant factor which causes the customers to shift from unorganized to organized retail formats in Kerala is identified by using Multiple Discriminant analysis where the Wilks' Lambda characterized by Chi-Square value (67.471) is found significant since $p = .000 < 0.05$. From the function at Group Centroid, the negative coefficient is found for urban customers they visit organized retail formats and the positive coefficient is found for rural customers who visit organized retail formats. Therefore, from the standardized Canonical Discriminant Function Coefficient matrix, it can be observed that nonavailability of all products, no discounts, and offers have the highest positive coefficient. Similarly, long waiting time for payment and nonavailability of latest trend of products have a highest negative coefficient.

Therefore, as per the group centroid matrix, it can be concluded that nonavailability of all products under one roof (7.055), no discounts and offers (3.731) were the major

Table 3
Standardized Canonical Discriminant Function Coefficients

	Function 1
Price charged for products is high	-2.593
No Physical examination of products	1.048
No Promotional activities offered in the store	-.478
Impolite Sales personnel	-.412
Nonavailability of all products	7.055
Poor Quality of product	-1.479
Poor parking facility	3.130
Slow checkout of products	-.982
No discounts and offers	3.731
No refund and return	2.217
No home delivery	1.593
Poor hygiene	3.209
Far away from home	.778
Nonavailability of latest trend/fashion product	-4.149
Long waiting time for payment	-2.762
No home delivery	-1.601
Poor customer services	.696

reasons for shift by the rural customers from unorganized to organized retail formats in Kerala. Whereas, non availability of latest trend of products (**-4.149**) and long waiting time for payment (**-2.762**) were the major reasons behind shifting from unorganized to organized retail formats by the urban customers in Kerala.

10. Conclusion

Since Kerala being a consumer state, there is a huge scope for retailing. The paper mainly tries to identify the major problems with unorganized retailers, that shift the customers from unorganized to organized sector. The results highlighted that, non availability of latest trend product, and long waiting time for payment were the major problems faced by urban

customers with unorganized retailers in Kerala, Whereas, the rural customers opined that Non availability of all products under one roof, and no discounts and offers were the major causes to opt organised than unorganized retail formats in Kerala. Thus, it can be concluded that today shopping is more pleasure driven than a necessity driven aspect. Customers prefer those shops where he/she get one-stop shopping for all goods.

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SITUATING NATIONALISM IN THE SUBALTERN MOVEMENTS OF TRAVANCORE

***Sajna A**

Abstract

Interrogating the content of nationalism in the subaltern movements is significant in the backdrop of the emergence of Indian Nationalism. In Indian context the subaltern people mainly constitutes the Dalits especially belonged to the lower ranks of Hinduism, were marginalised due to the prevalence of caste system as the highest hegemonic ideology of the Brahmanism. These people were represented as the mute millions without any role in the nation making process. Here the present paper trying to analyse the content of nationalism in the subaltern movements of Travancore in the process of making a modern equitable Kerala society.

Key Words: Caste, Dalits, Subaltern, nationalism, primary and secondary contradictions, Socio-Religious Reform Movements, nationalistic hegemony.

1. Introduction

The subaltern movements which ushered the beginning of democratic struggles in Travancore emerged during the 19th and 20th centuries was the by-product of the unequal caste system which has been existing in India for ages, which constituted the very base of Indian social formations. In Travancore the Subaltern groups or classes consisted of the exterior castes as the lowest sections in the society. The movement to redress the grievances

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of the subaltern castes commenced in the form of Socio-Religious Reform movements as their subalternity was due to their religious affiliation. These movements came at a time when the nation was striving to have liberty from the suffocating clutches of imperialism.

2. Objectives

The main objective of the paper is to examine the content of nationalism which generally perceived, emerged as a result of British colonial intervention in India in the Subaltern movements of Travancore. It also analyses the nature of nationalism in their movements which found its expressions in the socio-religious reform efforts against the internal colonialism of the hegemonic state and how it compromised in the interest of primary contradictions to create a nationalistic hegemony in the society.

3. Methodology

The methodology followed in the paper is historical, thus the work is both analytical and critical by consuming the relevant data of different nature for the completion of the study.

4. The Subaltern Movements of Travancore

The subaltern movements of Travancore which had found its expression in the socio-religious reform movements constitute a significant chapter in the history of Kerala in general and Travancore in particular. The social scene of the erstwhile Kerala state presented an entirely different picture unlike that of the pan-Indian scenario. In traditional Travancore society power, wealth and opportunity had been the monopoly of a small but privileged minority of the caste Hindus led by the *Namboothiri* Brahmins.¹

The relative deprivation of the exterior castes of Kerala from the major walks of public life and the resultant strain prompted them to gather around a common cause. Being the status of free slaves, there was no representation for these mute millions in the social sphere of Travancore. They had no recognition as individuals in the society and were outside the social frame of Travancore devoid of any basic rights. They were denied access to public roads, wells, government offices, palaces, schools, temples etc, besides the denial of good amenities of life. They were made aloof from whatever good in the social, economic, spiritual, intellectual, linguistic and cultural sphere of Travancore. It was the colonial initiatives that provided them for the first time with the ideas of liberty, equality and fraternity through western education in the changed socio-economic colonial structure². In the initial stages there was an emotional attachment of these subaltern sections to European colonial set up as against the internal colonialism of the elitists, as the greatest liberators of these slave castes of Kerala.

The 19th century constituted a historical conjuncture wherein colonial intervention as well as indigenous development radically transformed the polity, society and economy of Kerala. So this period witnessed an unprecedented cultural and ideological struggle against the backward elements of traditional culture and the ideological hegemony of Brahmins. This was the outcome of the introduction of colonial modernity and the consequent societal change which led to the emergence of a public sphere in Kerala. They were developing a critical attitude towards the traditional institutions, beliefs and social relations. While opposing feudal values they favoured the introductions of values, characteristics of contemporary Western bourgeois order. The emergence of a public sphere from the colonial modernity enhanced the level of expectation of the oppressed. The expectations and capabilities of the oppressed were intelligently used by the leaders to change the existing conditions of the people. The elitist used religion as the strongest ideology to control, exploit and oppress the common masses, therefore leaders tried to correct it from within, prompted them to choose religion as the strongest ideology to mobilise the masses.³ The forces released by the colonial regime led to fundamental changes in social relations and the destruction of all non-capitalist forms of social organisation.

The public sphere which emerged in Kerala took the lead in the subaltern movement. They chose religion as the main tool or ideology for mass mobilisation and thereby social transformation in Travancore society. Their protests materialised through the socio-religious reform efforts. These movements owe to socio-religious reform movements initiated by the elitist reformers like Rajaram Mohan Roy, Vivekananda and others for its organisational set up⁴. The North Indian socio-religious reform efforts initiated against the imperial civilizing mission of the imposition of Victorian liberalism and the Indian civilizational criticism of the West as part of their post enlightenment rationalism. In this counter project against the disfiguring Indian culture the reformers found solace in the Indian past. That is why it is said that the construction of Hinduism took place during this period with educated Indians defining their culture as a concrete entity that could easily be cited, compared, referred to and used for specific purposes⁵. This new cultural project which partly manifested itself through the socio-religious reforms of the nineteenth century was encoded in the word 'renaissance.'⁶ As a part of it initiated the process of semitization of Hinduism⁷ by according the scriptures the status of infallible religious authority in which all social and religious practices were rooted⁸. The high textual tradition made Hinduism into an organised religion based like Christianity on a recognised text – *Vedas* for Dayananda Saraswati and the *Bhagavatgita* for Vivekananda. The acceptance of Aryan religious practices as the base of Hinduism marginalised the common folk tradition from the 'new religion'. The leaders of national freedom struggle and the Indian national congress also relied on this revived past in search of their cultural heritage and identity.

Unlike the North Indian Social Reform Movements, it represented a group of subaltern initiatives for gaining democratic rights in Kerala. The social-religious reform movements emerged as a number of organised attempts by the identities that are outside the social frame of Kerala society and were shared common experiences. They challenged the unequal status through the collective mobilisation in and around the ideology of religion and caste. It was at this historical juncture that there emerged many leaders from among the oppressed sections of the society like Vaikunda Samikal, Arattupuza Velayudha Panikker, Sri Narayana Guru, Ayyankali, Pandit K. P. Karuppan, Vakkom Maulavi, Poykayil Yohannan and so on⁹. The Subaltern movement in Travancore inaugurated with Sri Narayana Guru. Following the model of Sree Narayana Guru, other caste and religious communities formed their organisations. Almost all these movement had about similar nature as one drew inspiration from the preceding one¹⁰. The causes of the emergence of socio-religious reform movements among the Subaltern castes were similar because most of them had shared experiences in its super and subordinated societal relations. These movements were almost successful in their efforts to could change the existing discriminatory situations and the establishment of a modern secular society in Kerala.

5. Element of Nationalism in the Subaltern Movements of Travancore

While we take the case of the erstwhile state of Kerala's it can be seen that it was divided into three political zones, Travancore, Cochin and Malabar. The native states of Travancore and Cochin were under the direct control of indigenous monarchs and under the indirect control of the British. So the colonial control and exploitation were less than that of the regions under direct colonialism. At the same time Malabar was under the direct imperialistic rule and the popular discontent against the colonialism was severe. That is why the repercussions of the national freedom struggles was visible in Malabar soil unlike that of other princely states of erstwhile Kerala. It was the Indian National Congress through its local units was the organisers of the anti-colonial freedom struggle in Kerala and it was very active in the Malabar region. But the native state of Travancore presented a different picture. Being ruled by the traditional Hindu kshatriya monarchs they tried hard to maintain the religious rules and regulations intact. This made the life of vast majority of the exterior castes very pathetic due to the affiliation of the Hindu religion to the graded caste system. The prevalence of caste system made the people without the basic amenities of life. So when colonial modernity imposed upon this people with its features like its English education, proselytisation, western ideas of liberty, equality and fraternity unlike the indigenous hegemonic authority common mass attracted to the so called modernity imposed by colonialism as a liberating force. Here it is relevant the sayings of Sree Narayana Guru that 'it was the Britishers who bestowed upon us with sanyasas'.

In Travancore the subaltern movements rallied around a common ideology and were localised efforts. So there is the question of nationalism in these movements due to its religious affiliation. Nationalism is a wider concept with multifarious meanings. The very idea of nationalism is constructed in Indian context by using the cultural symbols of Hinduism. The educated Indians being the elitist claimed nationalism as their contribution against the imperial challenges. So while defining nationalism they used the cultural symbols of Hinduism and this created a sense of 'otherness' among the peoples especially the Dalits, Muslims etc. The elitist never ready to test the contribution of the subaltern class in the nation making project. The idea of nationalism and nation unconsciously lay embedded in Indian Civilisation rather than a Western concept against colonialism. But the distortions and the reference to class character contributed to the rise of communalism, and other types of rift among the masses even after independence.

As Bipan Chandra's argument Indian nationalist movement was a popular movement of various classes, not exclusively controlled by the bourgeoisie. In colonial India they demonstrate two types of contradictions. The primary contradiction was between the interest of the Indian people and those of British rule; but apart from that there were also several secondary contradictions within the Indian society, between classes, castes and religious communities. As the anti-colonial struggle made progress the secondary contradictions were compromised in the interest of the primary contradictions and in this way hegemony of a nationalist ideology was established. As a result the Indian nationalist movement became a people's movement though all secondary conflicts were not satisfactorily resolved. These contradictions can be seen in later movements¹¹. To Sumit Sarkar "there were two levels of anti-imperialist struggles in India: the one elite and other populist. One need not ignore either of the two but look at the complex interaction of these two levels"¹².

A brave new interpretation in this debate came in 1982 when the first volume of Subaltern Studies edited by Ranajit Guha was published with a provocative opening statement "the historiography of Indian nationalism has for a long time been dominated by elitism". This blinkered historiography "cannot explain Indian nationalism because it neglects the contributions made by the people on their own, that is independently of the elite to the making and development of Indian nationalism"¹³. Dipesh Chakravarty argues elites and the dominant groups can also have a subaltern past following Edward Said. Ania Loomba's observation that here the nation itself is a ground of dispute and debate a site for the competing imaginings of the different ideological and political interests. India was a plural society and therefore Indian nationalism was bound to have many voices, as different classes, groups, communities and regions interpreted their nation in various sometimes even contradictory ways. Indians had many identities like class identity, caste identity, religious identity and so on; at different historical conjunctures, different identities were articulated

and intersected with each other. The Indian nationalists tried to publicise an alternative discourse of integration. In C.A. Bayly's search for the prehistory of Indian nationalism he thinks nationalism built on pre-existing sense of territoriality, a traditional patriotism rationalised by indigenous ideas of public morality and ethical government¹⁴.

It is said in the nation making efforts the subalterns were silent and pro British people due to the existence of internal colonialism and their movement is facilitated by the colonial conditions of India. And one can see the subaltern movements during this period as efforts for their social change especially as reflected in the Socio-Religious reform movement. But while analysing these movements it can be seen that these people mainly fought for the democratic and human rights rather than spiritual reforms. They even demanded entry into savaana temple as a step to equality as a civic right rather than a religious right. They fought for freedom to live in the motherland with dignity. The elitist has also gone through similar situations. The main difference is, while the struggles of the former was against internal colonialism of the motherland i.e. against the hegemonic savaana classes the latter was against the external colonialism imposed by the European imperialist. Even then it is an undeniable fact that the common masses made the Indian national movement a dynamic one. It was Mahatma Gandhi who transformed the Indian National Congress and the national freedom Movements a popular one since it was his influence that attracted the common masses to freedom movements. As a part of this project he made the removal of untouchability as one of the most important constructive programmes. The famous Vaikom satyagraha is the glaring example of such mobilisation technique. The Vaikom satyagraha came at a time when there was an interval after the Malabar revolts of 1920's. So Indian National Congress along with Gandhi found it as an opportunity to bring the socially aggrieved sections in to the fold of nationalism and nationalistic struggle in order to make it a popular movement. In a sense it can be asserted that it was T.K. Madhavan who brought the attention of Gandhi and INC in to the issues of the lower caste people of Travancore. As Gayatri Spivak opined the politicisation of the subaltern movement is the best way to achieve its results fruitfully, can be seen in this connection. The Vaikom satyagraha was a success for both Gandhi and T.K. Madhavan. For Gandhi and INC it gave a new image of the protector of the cause of 'Harijans', created a confidence in him and in the INC, for Madhavan his efforts got international acknowledgement and recognition.

In this connection A.R. Desai's argument is relevant. In his work 'Social Background of Indian Nationalism' he highlighted nationalistic sentiments in the socio-religious movement. He is of the opinion that the nationalism is the force behind socio-religious movement that is why it later transformed in to political actions¹⁵. Similar instance is in the case of Kerala almost all socio religious reform movements transformed in to political movements and these are claiming due status in the political sphere. One best

example was the pioneering Socio-Religious Reform organisation, the SNDP Yogam. The working of the organisation was in a systematic manner. It represented eight stages of development. The submission of the Ezhava memorial of Palpu (1896) and the subsequent quest for attaining social status constituted the first step. The second stage was represented by the spiritual efforts of Sree Narayana Guru, a pro-leftist rationalism of Sahodaran Ayyappan constituted the third stage. A new social revolution could embark by the famous Ezhava poet Kumaran Asan like demands for allowing due space in public institutions including schools for depressed sections was the fourth. The fifth and more progressive stage is represented by T.K. Madhavan by widening the scope of spiritual movements by integrating it in to national movements like the Vaikom Struggle. The sixth stage stressed the need for governmental representation in representative bodies resulted in the Abstention movement. The seventh stage represented the starting of higher education by SNDP under the initiative of their leader R. Sankar and the eight and final stage witnessed the demands for political representation and appropriation of the organisation by the political currents of the time when number of votes became a major constituent in the public elections¹⁶. Later these socio-religious reform organisation transformed in to political pressure group with a clear political perspective could influence the decision making of Kerala politics.

6. Conclusion

Normally almost all the social movements tends to imitate the former and similar was the case of contemporary socio-religious reform organisations sprouted in Travancore. With politicisation of the socio-cultural organisations, it could achieve very little in the concerned spheres. Those movements were not renaissance or enlightenment but reformatory in character. But in course of time this 'reform' movements accrued the character of 'revivalist' led to the emergence of a 'cultural nationalism' in the soil. This new cultural project of cultural nationalism once again enslaved the minds of the exterior castes with the loyalty towards a hegemonic dominant culture. It concludes, the movements of the subalterns were democratic movements to get due recognition as citizens in the motherland. Though traditional patriotism was the force behind such movements of the early resistance, the post 19th century subalterns began to imagine their nation in Indian soil along with the elites is visible in the socio-religious reform efforts for equality.

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A REVIEW OF EMPLOYEE ENGAGEMENT AND RELATED CONSTRUCTS

***Sobha V.K & **Dr. S Ambeesh Mon**

Abstract

Employee engagement initiatives have become unbelievably popular, and by all accounts, their presence as organizational interventions seems to be expanding. Employee engagement, broadly defined as a state of vigor, dedication, and absorption in one's work role, is considered as a critical tool for today's business success. However, the concept is subjected to criticism and is said to overlap with other well-known and established constructs such as commitment and job satisfaction to the point where the concept may be redundant. This study aims to present a review of engagement and related constructs and to show the limited research that had been done to empirically discriminate the concept from the already existing operationalisations in work and organisational psychology. In light of the review presented, this study finds that there is a dearth of literature that has tried to separate engagement and therefore implore future researchers to focus on clarifying the value of engagement.

Keywords: *Employee engagement, Extra-role behaviour, Personal initiative, Job involvement, Job satisfaction, Organisational commitment, Positive affect, Flow, Workaholism.*

1 Introduction

Employee engagement has attained much popularity over the past decade and has been shown to be a critical area for organizational competitiveness and success. A number

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of studies were conducted in different parts of the world to find the distinctiveness of Employee engagement from other similar constructs. Though there are a number of definitions for employee engagement, the academic literature follows the specific definition coined by (Schaufeli, W. B., Salanova, M., González-Romá, V., & Bakker, A. B., 2002b). In the academic literature, engagement is purported to be similar yet distinct from other positive organizational behavior constructs such as organizational commitment, job involvement and job satisfaction (Freaney, Y., & Tiernan, J., 2006); (Hallberg, U. E., & Schaufeli, W. B., 2006); (Macey, W. H. & Schneider, B., 2008); (Shuck, M., 2010). But later studies successfully established that employee engagement, job involvement and organisational commitment represent three empirically distinct constructs.

2 Statement of the Problem

Today in the era of globalization, organizations operate in a severe competitive environment, where they face many challenges to continue competitive in the market. Organizations are continuously looking for means to advance employee performance. Moreover, organizations today require a constant vigil to ensure that the potential of the employees is fully utilized for the benefit of the organization and to enhance the productivity. As a result, companies and organisations want employees who are optimistic, concerned, inspired and, most importantly, dedicated to put in extra effort and priceless contribution in every possible way. Thus the engagement of employees has become more critical for the ultimate effectiveness of organisations and the engagement of employees has gained popularity as because it affects employee outcomes significantly.

3 Objectives

The current study has three objectives:

1. To get an understanding of the concept - employee engagement
2. To study how employee engagement is distinct from other positive organizational behavior constructs
3. To identify Employee engagement as a unique construct

4 Methodology of Study

This is a fact finding study which is descriptive in nature. This study analyzed the past research works on employee engagement for summarizing it. The source of literature is various textbooks, reports from the different consulting groups, peer-reviewed research papers as well as journal articles.

5. Engagement as a Unique Construct

In a broad sense “Employee engagement” refers to the relationship of the employee with his or her work and also includes the relationship with the organization. Studies show that, “to date there is no clear consensus on what (work) engagement means and how to best define and measure it” ,Schaufeli, W. B.,& Bakker, A. B., 2010; Albrecht, S. L., 2010.

Deliberation revolves around whether engagement is actually a new concept or just a rebranding of related concepts, because no agreement exists on the meaning of engagement. The concept of engagement has been criticized for its overlap with other, pre-existing concepts like organisational commitment (Meyer, J. P., & Allen, N. J. , 1997), job involvement (Kanungo, R. N., 1979), or job satisfaction (Locke, E. A., 1976). Hence, it is necessary to discuss similar, alternative concepts to ensure whether there is any obvious distinction between engagement and the concepts on hand. Owing to its near redundancy with three classic job attitudes – job satisfaction, organizational commitment, and job involvement, the construct employee engagement has faced severe criticism and hence demands in-depth analyses.(Harter, J.K. & Schmidt, F.L., 2008); (Macey, W. H. & Schneider, B., 2008) ;&(Newman, D. and Harrison, D., 2008).

The conceptualization of work engagement (Schaufeli, W. B., Salanova, M., González-Romá, V., & Bakker, A. B., 2002b) comprises a state of well-being characterised by high levels of energy (that are invested in work). The concept also makes references to involvement (being dedicated, enthusiastic and inspired by one’s work) and commitment (being engrossed and attached to one’s own work).

Previous researches identified eight related concepts that are comparable with employee engagement. Employee engagement is compared with the concepts which refer to behaviours (extra-role behavior, personal initiative), beliefs (organizational commitment, job involvement), or affect (job satisfaction, positive affectivity) and complex psychological states like (flow, workaholism),Schaufeli, W. B.,& Bakker, A. B., (2010). For employee engagement to be considered as a valid and unique construct its ability to discriminate against other related constructs must be established.

5.1 Extra-role behavior

Broadly, performance has got two dimensions: in-role dimensions and extra-role dimensions ,Hoffman, B. J., Blair, C. A., Meriac, J. P., & Woehr, D. J., 2007; Organ, D. W. , 1988. In-role behaviour is the expected behaviour from the employees by virtue of their role in the organisation. Extra – role performance is defined as discretionary behaviors on the part of an employee that are believed to directly promote the effective functioning of

an organization without necessarily directly influencing an employee's productivity, MacKenzie, S. B., Podsakoû, P. M., & Fetter, R., 1991. At work place, every employee display extra role behavior (Morrison, E. W., 1994). Extra – role behaviours are not governed by organisational role expectations and role holders have a degree of discretion regarding how often the behaviour should be exhibited and the manner in which those behaviours should be exhibited (Van Dyne L, Cummings LL, McLean Parks J., 1995).

Engaged workers reported higher levels of in- and extra-role behavior and innovativeness than unengaged workers. Schaufeli, W. B., & Salanova, M., (2007) illustrated that engaged employees enjoy assisting their colleagues because of their extra enthusiasm and their success. But this extra role behaviour cannot be considered as a component of work engagement. The engaged people have a high level of vigor and creative problem solving.

Although it is common to define engagement in terms of discretionary effort, “giving it their all”, or “going the extra mile” it is limiting to consider engagement solely in terms of extra, voluntary effort, Schaufeli, W. B., & Bakker, A. B., (2010). Employees are more likely to perform extra-role behaviors if they feel the supports from the organization. Most likely the reason why engagement is more strongly related with performance than the other job-related attitudes is that it reflects an energetic drive, rather than a feeling of satiation, which is typical for job satisfaction, Schaufeli, W.B., (2013). Thus employee engagement can lead to extra-role behaviors. The type of individual behaviors that perform more than their job descriptions or extra-role behavior is known as organizational citizenship behavior (OCB). Thus conceptually engagement is different from extra-role behavior.

5.2 Personal initiative

Personal initiative is the quality of the employee's work behavior. Personal initiative is different from engagement. It is associated to the behavioral component (vigor) of the work engagement. Personal initiative comprises self-starting behavior, proactivity, and persistence, (Frese, M., & Fay, D., 2001). As a specific kind of behavior, personal initiative goes beyond what is normal, obvious, or ordinary in the job, Schaufeli, W. B., & Bakker, A. B., (2010). Using a within-group design, Sonnentag, S., (2003) reported that day-level recovery was positively related to day-level work engagement and day-level proactive behavior (personal initiative, pursuit of learning) during the subsequent work day. The data suggest considerable daily fluctuations in behavior and attitudes at work, with evidence that these are related to prior experience and opportunity for recovery in the non-work domain. In another similar study Salanova, M., & Schaufeli, W. B., (2008) provided evidence for the mediating role of work engagement (i.e. vigour and dedication) among job resources (i.e. job control, feedback and variety) and proactive behaviour at work.

This means that the more resourceful the job, the higher the levels of engagement, and the more personal initiative are shown by employees. The above studies prove that engagement is related to behaviors such as personal initiative, but can be discriminated from behavioral intentions.

5.3 Job involvement

In their classical article Lodahl, T.M. & Kejner, M., (1965) define job involvement as: “the degree to which a person is identified psychologically with his work or the importance of work in his total self-image” (p. 24). Later, (Kanungo, R.N., 1982 p. 97) defined it as “an individual’s psychological identification with a job”. Engagement is most closely associated with the existing constructs of job involvement, Brown, S.P., (1996). According to Maslach, C., Schaufeli, W. B., & Leiter, M. P., (2001) engagement is characterized by energy, involvement, and efficacy and job involvement is similar to the involvement aspect of engagement with work, but does not include the energy and effectiveness dimensions. Thus, engagement provides a more complex and thorough perspective on an individual’s relationship with work.

As stated by May, D.R., Gilson, R.L. and Harter, L.M., (2004) Job involvement is thought to depend on both need saliency and the potential of a job to satisfy these needs. According to May et al., “Engagement differs from job involvement in that it is concerned more with how the individual employs his/her self during the performance of his/her job”. Furthermore, the focus of job involvement is on cognitions, engagement, according to most definitions, also encompasses emotions and behaviours, Kular, S., Gatenby, M., Rees, C., Soane, E. and Truss, K., (2008).

Engagement may be thought of as an antecedent to job involvement in that individuals who experience deep engagement in their roles should come to identify with their jobs. The above definitions undoubtedly shows that, job involvement is closely related to the engagement construct but not equivalent to it. Using confirmatory factor analyses, Hallberg and Schaufeli (2006) showed that engagement and job involvement represent two distinct, weakly related ($r = .35$) concepts.

5.4 Organizational Commitment

Organisational Commitment is “the relative strength of an individual’s identification with and involvement in a particular organization”, Mowday, R. T., Porter, L. W., & Steers, R. M., 1979p. 226). As stated by Maslach, C., Schaufeli, W. B., & Leiter, M. P., (2001) Organizational commitment refers to an employee’s allegiance to the organization that provides employment. In contrast, work engagement, as defined in academia, is about

being involved in the work role or in the work itself. Therefore with respect to organisational Commitment, focus is on the organization, whereas engagement focuses on the work itself. As stated by Robinson, D., Perryman, S. and Hayday, S., (2004) engagement is a step above commitment. Furthermore, Saks, (2006) took an effort to show the difference between engagement and organisational commitment by stating that organisational commitment deals with a person's attitude and level of attachment with the organization. Whereas engagement is not merely an attitude, but the attentiveness and absorption of an employee while performing his/her job task.

5.5 Job Satisfaction

Job satisfaction is the favorable evaluation of one's work role; Smith, P.C., Kendall, L.M. & Hulin, C.L., (1969). Job satisfaction is "the extent to which work is a source of need fulfillment and contentment, or a means of freeing employees from hassles or dissatisfactions; it does not encompass the person's relationship with the work itself", Maslach, C., Schaufeli, W. B., & Leiter, M. P., (2001). Engagement is connected with the employee's mood at work. Whereas "job satisfaction is concerned with affect about or towards work, which probably has more cognitive underpinnings", Schaufeli, W. B., & Bakker, A. B., (2010), Macey, W. H. & Schneider, B., (2008) contended that "though there may be room for satisfaction within the engagement construct, engagement is about activation, whereas satisfaction shows satiation". Thus the conceptual distinction between job satisfaction and employee engagement is engagement connotes passion and involvement, job satisfaction only connotes contentment and satiation, Schneider, B., (2009). Job satisfaction may assess the conditions that cause engagement; but job satisfaction is different from engagement.

5.6 Positive Affectivity

Work engagement refers to a persistent, positive, affective-cognitive state of fulfilment among employees with three distinct dimensions: vigour, dedication, and absorption (Schaufeli, et.al., (2002). Work engagement can be considered a domain-specific psychological state that corresponds with positive affectivity, being a context-free dispositional trait, Schaufeli, W. B., & Bakker, A. B., (2010). Positive Affect (PA) is a broad affective dimension characterized by feelings of enthusiasm, alertness, and activity, with high PA characteristic of "high energy, full concentration, and pleasurable engagement" with one's environment, Watson, D., Clark, L. A., & Tellegen, A., (1988, p. 1063). PA is a temperamental factor related to mood states. As stated by Van Yperen, N. W., (2003), "individuals with high PA tend to be earnest, passionate and energetic whereas low-PA individuals are passive, indifferent and lethargic". High PA is associated with increased job

satisfaction, better job attitudes and performance, lower levels of burnout, and decreased turnover intention, Thian, J. H. M., Kannusamy, P., & Klainin-Yobas, P., (2013).

5.7 Flow

Csikszentmihalyi, (1975) described flow as “being completely involved in an activity for its own sake”. Flow is defined as the “holistic sensations that people feel when they act with total involvement” Csikszentmihalyi 1975:36. It is a state of attentiveness or complete absorption in which people are so involved in an activity that nothing else seems to matter. Thus flow is a state of optimal state of intrinsic motivation that is characterized by focused attention, great absorption, fulfillment, clear mind, mind and body unison, effortless concentration, complete control, loss of self-consciousness, no temporal concerns of time/food/ego-self, and intrinsic enjoyment. But flow is predominantly the cognitive involvement of the individual in an activity on a momentary basis or a short-term “peak” experiences, whereas engagement is not momentary.

5.8 Workaholism

A workaholic is a person who works compulsively. The term ‘workaholic’ was coined in 1971 by an American professor of religion, Wayne E. Oates, (1971) as referred by Itzhak Harpaz and Raphael Snir, (2015). According to Oates (1971, p. 11), workaholism is ‘the compulsion or the uncontrollable need to work incessantly’. His concept was that work can become an addiction, similar to alcoholism. “For workaholics, the need to work is so exaggerated that it endangers their health, reduces their happiness, and deteriorates their interpersonal relations and social functioning”, Schaufeli, W. B., Taris, T. W., & Bakker, A. B., 2006(b). Confirmatory factor analysis showed that engagement and workaholism operationalized by working excessively and working compulsively are two distinct constructs, Schaufeli et al., 2006b; Schaufeli et al., (2008).

6. Implications

The above discussion clearly shows that most of the literature seems to focus on addressing the conceptual differences rather than empirically discriminating among the constructs. There is a dire need for more research similar to Hallberg and Schaufeli (2006), to provide a more compelling and valid analysis of the real need to accept the term engagement as a valuable construct in itself. Extensive research is needed to identify other possible areas of differentiation and similarities.

7. Conclusion

This paper presented a review of literature surrounding the emerging construct of employee engagement. From the above discussion it is clear that the overlap between

engagement and concepts like personal initiative, job involvement, positive affectivity and flow is trivial. But concept wise, the construct engagement is different from extra-role behavior, organizational commitment, job satisfaction and workaholism. This substantiates Employee engagement as a unique construct. This research and will contribute to future studies on employee engagement as it tries to find a place among other established constructs.

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STRATEGIC DEVELOPMENT OF ECOTOURISM PRODUCTS IN KERALA

***Dr. Vinod C**

Abstract

Innovation can be a winning component of development of ecotourism products. Product innovation and development can play a vital role in promoting ecotourism industry. Ecotourism is the fastest growing industry in the present travel and tourism scenario, which grows by 10 to 15 per cent worldwide. It is the nature-based travel to undisturbed and uncontaminated areas having educational values. The wildlife sanctuaries of Kerala are popular ecotourism destinations. Development is vital to achieve sustainable ecotourism development. Sustainable ecotourism in its purest sense is one which attempts to make low impact on the environment and local culture. The sustainable ecotourism needs all benefits, economic, environmental, and social activities taken into account for planning and development process. It is since more than a decade now, we have started developing ecotourism projects in Kerala. But the contribution of this sector towards the total output of the industry (tourism) is still negligible. The promotional activities which we are resorting now could be one of the reasons for this reduced growth. Inclusive development of ecotourism projects in Kerala have a lot of avenues yet to be explored in its fullest extent. The present study is an attempt to establish the current market dynamics, promotional activities and the rate of involvement of local community towards ecotourism development and further to enquire, whether

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there remain any unexplored areas for developing ecotourism products in the state of Kerala. The present research was focused on attention to develop innovative tools, models, techniques and strategies for development of ecotourism products in Kerala with community participation.

Keywords: *Ecotourism, Conscious Capitalism, Cross Selling, Viral Marketing*

1. Introduction

Tourism products can be characterized as perishable, intangible and variable in nature. It is since more than a decade now, India has opened its doors to international visitors for developing tourism product, mainly to boost the foreign exchange earnings to help its economy. There are many types of tourism products available in different parts of the country. Ecotourism products offer lot of educational prospects in natural and socio-cultural interactions, frequently developing visitor's knowledge and enjoyment of the destinations environment. The state of Kerala is located on the south-western tip of India, offers the maximum potential for the development of ecotourism. The unique geographical features of the land have made peaceful environment, serene beaches, tranquil backwaters, grassy hill stations and exotic wildlife.

Development of ecotourism products is essential for attracting eco-tourists through delivering better service, quality and value, exceeding visitor expectations and also through establishing better relationship which ensures continuous loyalty. Awareness about what is happening in the market place, visitor trends, and how this intelligence could be used to deliver improved ecotourism products and services, it is highly essential to enhance the service quality. The developed ecotourism industry sells ecologically sustainable tourism products to the potential tourists by allowing them to use it at reasonable cost and profit. Ecotourism development involves actions undertaken by the ecotourism promoters for improving or preserving the environmental factors of the natural area. It focuses on the idea of keeping the environment clean and green.

2. Review of Literature

The present study is conducted for the purpose of developing new model for developing ecotourism products with community participation. Before going into the details of the study, a brief review of the existing literature on the topic is presented below:

Evan, Fox and Johnson (1995) opined that the objective of tourism planning and development is to create more valuable tourism products and services for potential or existing tourists, so that destinations and their local communities receive socio-economic benefits.

Richard Denman (2001) states that ecotourism is no panacea and it should be a part of wider sustainable development strategies whether at a community or at an international level. The community based ecotourism is a form of ecotourism where the local community has substantial control over and involvement in its development and management and a major proportion of the benefit remains within the community.

Vinod C. (2010) pointed out that ethical standards are necessary for the preservation of world's natural resources and cultural heritage from disruptive eco-tourist activities to ensure a fair and equitable sharing of benefits that arise out of ecotourism with the local residents of ecotourism destinations. The ecotourism industry must appreciate that it is community based, and larger consideration must be given to the socio-cultural costs of ecotourism development.

3. Objectives of the study

1. To identify the existing ecotourism products development practices in the state of Kerala.
2. To identify the degree of local community participation in ecotourism product development.
3. To develop a model for strategic development of ecotourism products in the state of Kerala.

4. Hypotheses of the study

1. H_0 : There are no significant differences in the satisfaction level of different ecotourism products in Kerala.
2. H_0 : There are no significant variations in the importance of community participation in ecotourism development in the state.

5. Methodology

The present study was designed as an empirical and exploratory in nature based on survey method. It is exploratory in the sense that the objective of the study is to develop a new model for promoting the ecotourism products in the state of Kerala. The foreign and domestic tourists were interviewed at the ecotourism destinations for the collection of primary data. The efficacy of the draft interview schedule was pre-tested, after interviewing thirty respondents, which consisted of 18 domestic and foreign tourists, and 12 respondents from local communities and stakeholders from the three geographical regions. Appropriate modifications and changes were made in the draft interview schedule with the advice and guidance of experts in the field of ecotourism. Secondary data was collected through an

extensive review of the existing literature. Data were also gathered from authentic records and reports of various tourism related publications, tourism bulletins, Government publications, portals, thesis, reports, official records, newspaper and tourism websites.

The number of sampled destinations for the study was drawn proportionately from each region based on tourist arrivals in various ecotourism regions of Kerala from 1st January 2010 to 31st December 2010. From 1st January 2010 to 31st December 2010, 92,54,340 domestic and foreign tourist visited various ecotourism destinations in Kerala, of which 49,90,533 (53.93 percent) tourists arrived in Central region, 23,85,442 (25.77 percent) tourists visited in Northern region and 1878365 (20.3 percent) of tourists visited in Southern region. The sample size for each of the region selected for the survey were decided on the basis of the tourists visited in these destinations for a period of five years from 2006 to 2010. Total number of tourists visited during the year from 2006 to 2010 was 3,97,74,321. The size of sample was arrived by considering sampling error and the sample size had been rounded to 600 on the basis of total number of tourists visited during the year from 2006 to 2010. The total sample distribution was made on the basis of the total tourist arrivals to the state, both domestic and foreign in each region, in the ratio of 2: 5: 3.

6. Ecotourism Products – A Preview

Ecotourism product is the sum total of all the ecological experiences, activities and services which are delivered and administered by specialized eco-tour operators.

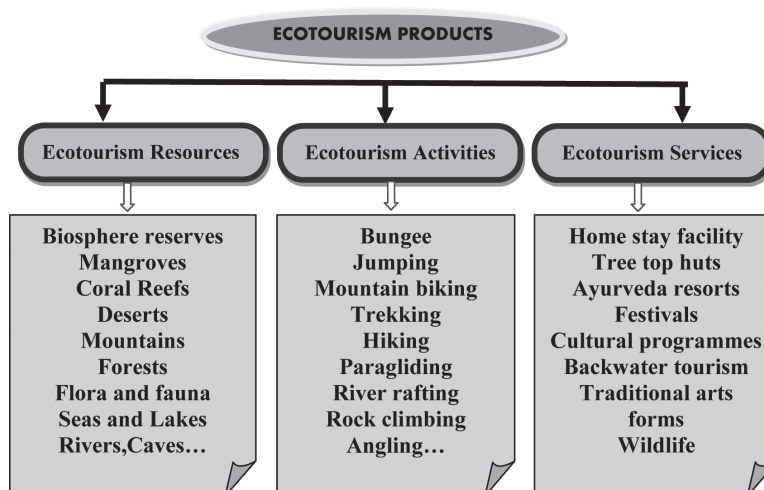


Figure 1.01

Classification of Ecotourism Product

Source: Developed by the Researcher

It is a mixture of what the eco-tourist does at the destinations, and the services used during the stay. Ecotourism industry offers ecotourism products with a combination of services, activities and resources. This is presented in the Figure 1.01. The ecotourism products such as trekking, mountain biking, nature trail, bird watching trails, wildlife viewing etc. can be developed and functioning through the constitution of Eco-Development Committees (EDCs) and VanaSamrakshnaSamithi (VSSs), thereby ensuring local benefits from ecotourism industry.

EDCs and VSSs formed in the state are taken a leading role for capturing the experience of visiting eco-tourists. These experiences are mixed for designing various ecotourism sport activities or cultural experiences that are sometimes offered together in natural or ecological areas. Ecotourism products offers in the state are maintain a striking balance between conserving biodiversity, encouraging economic and social development and preserving cultural values. The concept of Biosphere Reserve was introduced in conservation areas, to protect the biological and cultural diversity of a region, while promoting sustainable economic development.

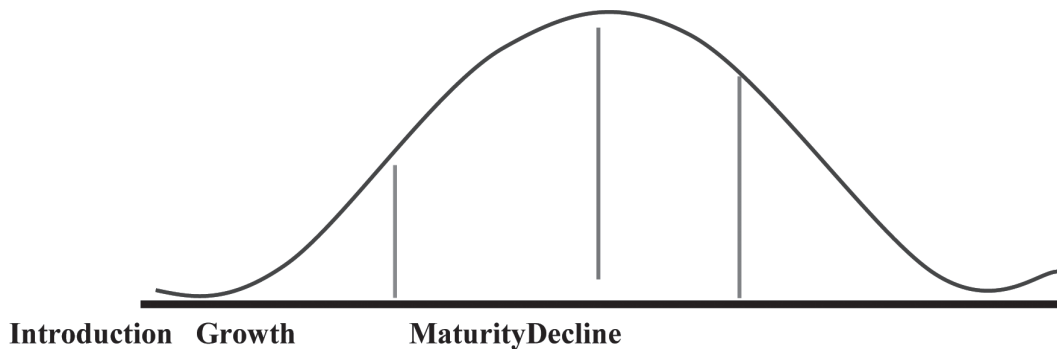


Figure 1.02

Ecotourism Destination's Product Life Cycle

Source: Philip Kotler, Principles of Marketing

Ecotourism products are mainly services including environmental education and interpretation, ecologically sustainable destinations and attractions, National parks and sanctuaries, wildlife viewing, trekking, mountaineering etc. Tourism destinations go through a product life cycle that includes four phases i.e. Introduction, Growth, Maturity and Decline. Figure 1.02 shows an ecotourism destination's product life cycle. A destination is *introduced* when it becomes readily accessible to tourists and they begin to go there for ecological experience. It takes time for the number of eco-tourists to build up to the point

where the destination becomes popular. As more tourists visit the ecotourism destination, it begins to enter the growth phase of the life cycle.

Growth is when the ecotourism destination grows in popularity. The economic gains are clearly visible and profits should be made by those involved with ecotourism to the host destination.

Maturity can take years for a destination or it may happen quickly depending on circumstances prevailing in the state. In maturity, the number of tourist levels off and growth and market share flatten.

Decline stage of the life cycle begins when the number of tourists visiting ecotourism destination declines as well as use of the ecotourism related business such as ecological attractions, homestay facilities, houseboat for backwater activities etc come to a minimum level.

For developing a practical approach in ecotourism products development, a study has been conducted in sampled ecotourism destinations of Kerala to assess the nature of community participation and to measure the degree of community participation in ecotourism product development. The data was collected from three ecotourism destination regions of Kerala viz; Southern, Central and Northern regions. Table 1.01 shows the different factors needed for development of ecotourism products in the state of Kerala. Majority of the respondents in southern regions opined that Environmental consciousness (Rank 1) is the necessary factor needed for development of ecotourism products. The variable scored 31 response scores in southern region. In central region, majority of the respondents expressed that Government support (Rank 1) is the major factor needed for development of ecotourism products. The variable scored 57 response scores. In the opinion of the respondents in Northern region ecotourism packages and Government support is necessary factors needed for development of ecotourism products. These variables scored 43 responses each.

The next majority of respondent in southern and northern region expressed that innovative marketing strategies are essential factors needed for marketing ecotourism products ranked as second. The variable scored 41 and 30 response scores in northern and southern respectively.

For testing whether there is any significant difference among the opinion of the respondents in different regions, Kruskal- Wallis test (H test) is applied. The calculated value of H is 15.14 and the table value of χ^2 at 2 degree of freedom, at a 0.05 level of significance is 5.991. The calculated value of H is 15.14 exceed the value of 5.991. The test result proves that there is significant difference in the opinion of local community and

Table 1.01

Factors needed for development of ecotourism products

	Region					
	Southern		Central		Northern	
	Score	Rank	Score	Rank	Score	Rank
Community participation	28	4	45	6	40	3
Innovative marketing strategies	30	2	50	4	41	2
Eco-tour packages	26	5	53	3	43	2
Government support	29	3	57	1	43	1
NGO Support	25	6	49	5	36	5
Environmental consciousness	31	1	55	2	39	4

Source: Primary data

stakeholders among the factors needed for marketing of ecotourism products in southern, central and northern regions. Therefore the opinion of local community and stakeholders in different ecotourism regions were different.

Based on the analysis carried out in the initial stages of research, the researcher developed a model for development of ecotourism products in the state of Kerala. The researcher developed the model with the help of scientific combination of different doctrines identified. These innovative doctrines were blended, and to develop a novel strategy i.e. '*E-CAPS*' (Eco-tourist - Community Active Participation Strategy) for development of ecotourism products in Kerala. This model ensures high degree of community participation in ecotourism industry for promoting ecotourism products value and to spread the products information with the effective application of web 2.0 technology so as to increase revenue and eco-tourist loyalty. The mathematical formula developed for shaping the present E-CAPS model for development of ecotourism products with community participation is presented below:

E-CAPS is the ecotourism product value proposition practice that ensures all stakeholders' active participation with the effective use of web 2.0 technology, innovative products offerings and application of mindful purpose, leadership and culture. It is the average combination of innovative and internationally accredited strategies in the business scenario, i.e. Conscious Capitalism, Cross Selling and Viral Marketing. Conscious

$$\begin{aligned}
 \text{E-CAPS} &= \frac{1}{3} (\text{CCe} + \text{CSe} + \text{VMe}) \\
 &= \frac{1}{3} \left[\frac{1}{n} \sum_{n=0}^n \text{CCn} - \frac{1}{n} \sum_{n=0}^n \text{CSn} - \frac{1}{n} \sum_{n=0}^n \text{VMn} \right]
 \end{aligned}$$

Subject to;

$$\begin{aligned}
 \text{CCe} &= \frac{1}{n} [(\text{Cc1}) + (\text{Cc2}) + (\text{Cc3}) + \dots \text{CCn}] \\
 \text{CSe} &= \frac{1}{n} [(\text{Cs1}) + (\text{Cs2}) + (\text{Cs3}) + \dots \text{CSn}] \\
 \text{VMe} &= \frac{1}{n} [(\text{Vm1}) + (\text{Vm2}) + (\text{Vm3}) + \dots \text{VMn}]
 \end{aligned}$$

Where,

E-CAPS = Eco-tourist-Community Active Participation Strategy
 CCe = Conscious Capitalism in ecotourism,
 CSe = Cross Selling in ecotourism,
 VMe = Viral Marketing in ecotourism.

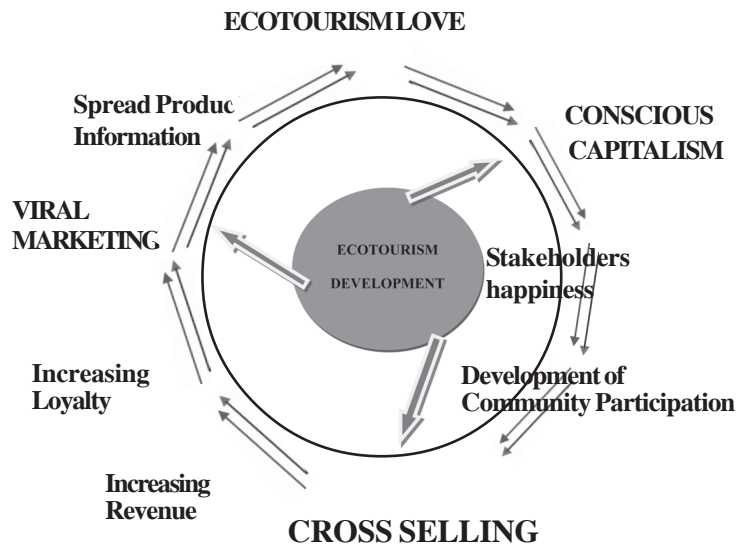


Figure 1.03

Eco-tourist Love Strategy model for Ecotourism Products Development

Source: Developed by the Researcher

capitalism is a business practice that indicates industry will at all time be mindful of its global co-existence and promoting the cultural ecosystem within which profitability increasingly track contribution to community prosperity and environmental sustainability. Cross-selling is an innovative strategy that tells additional ecotourism products and services offered to visitors for creating value for ecotourism destinations. Viral Marketing in ecotourism refers to the marketing strategy that increases the ecotourism product awareness and adoptions as well as ecotourism industry brand recognition by spreading out a persuasive viral message through receiver's social networks by word-of mouth. E-CAPS doctrines have to be applied for the development of another strategy i.e. '*Eco-tourist Love Strategy*' (ELS). This is presented in the Figure 1.03.

7. Conclusion

Ecotourism is a focused travel to ecological site to understand and experience the enriching natural beauty of the ecosystem. Local communities are an integral part of ecosystem. The present scenario shows that tourists taste and needs are changing. Ecotourism industry is developing new products for changing taste and needs. But the industry is not concerned about the continuity of service, ultimately leading to close down of most of the ecotourism products developed by promoters. In order to satisfy the changing needs of the tourists, there is a need for developing new and innovative ecotourism products in the existing ecotourism destinations of Kerala.

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AN OVERVIEW OF HIGH RANGE COLONIZATION SCHEME AND THE HISTORICAL INAUGURATION CEREMONY OF PILOT COLONY AT KALLAR

***Vimal Kumar. C.L**

Abstract

Land has many uses but its availability is limited. During the early 1940s extensive food shortages occurred throughout Travancore. As a result, the government opened forestlands on an emergency basis for food cultivation and in 1941 granted exclusive cultivation rights known as 'kuthakapattam' (cultivation on a short-term lease) in state forest areas. Soon after independence, India decided to re-organize state boundaries on a linguistic basis. The post Independence State reorganization period brought with Tamil-Malayali scuffle for control of the High Ranges. The Government of Travancore-Cochin initiated settlement programmes in the High Range areas in order to alter the regional linguistic balance. Pattom colony, which was sponsored by Pattom Thanupillai ministry, as a part of High Range colonization scheme. The total settlement goal never reached. Despite the scheme's incompleteness, distribution of settlement blocks stopped in 1956.

Key words: *Kuthakapattam, High Range colonization scheme, Annas, Prathidwani,, Pattayam, Blocks, Praja Socialist Party, encroachments, Pilot colony.*

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1. Introduction

The relationship between ethnic and religious communities has greatly influenced migration, forest encroachments, and conflict over land control in High Range area. The study also focuses aim of High Range Colonization Scheme and its implementation and the historical inauguration ceremony, interstate politics etc.

2. Objective of the study

The main objective of the article is to highlight the history of settlement and land control in Devikulam and Peermede Taluks in, Kerala during the post Independence State reorganization period. It focuses the establishment of Pattom colony at Kallar and its inauguration on 20th January, 1955 at 11 A.M.

3. Methodology

The article, prepared based on both archival and secondary sources is written as per the method of scientific Historical Research. The methodology followed is descriptive and argumentative in nature.

4. Discussion and Analysis

The former state of Travancore –Cochin had an area of 58, 52,000 acres. Of this 55% is classified as occupied and the remaining 45percent as unoccupied areas. The overall density of population before the reorganization of states in 1956 was as high as 1965 per square mile ¹(calculated on the basis of the occupied area). Since the state had such high density of population and the people were mostly agriculturists, the question of providing adequate land expansion with facilities for cultivation had been felt as a serious problem. With a view to relieving over- population and poverty, Government after careful consideration of all its aspects started a systematic colonization scheme with substantial assistance to encourage families to settle down in the High Ranges.²

The process of state reorganization led to widespread Tamil- Malayali unrest in the High Range area. In addition, Travancore- Cochin initiated the High Range Colonization schemes in response to the threatened loss of the Devicolam and Peermede taluks. The official purpose of these schemes was to provide land for poor people from the plains. The underlying intention was to shift the linguistic balance in the High Ranges. Active colonization projects were started, attempts to evict earlier encroachers were stopped, and there was an underlying unofficial encouragement of Malayali migration to the High Ranges and the settlement of forest lands.³

Memoranda were submitted to the state reorganization commission by Travancore – Cochin in early May, 1954.' On the Tamil side, statements concerned the mistreatment of Tamilians in Travancore-Cochin and their cultural differences from Malayalis.⁴ By July, agitations for the separation of the High Range taluks of Devicolum and Peermade from Travancore-Cochin and their inclusion in Madras state had grown violent. Agitations and unrest over Tamil areas in Travancore-Cochin continued periodically throughout 1954 and 1955. In August 1954, widespread violence and shooting erupted in southern Travancore-Cochin. The state reorganization bill was introduced in parliament on March 16, 1956 and passed soon afterwards. A number of Tamil-dominated Taluks in southern Travancore-Cochin were merged with Madras. The new state of Kerala retained the High Range Taluks and gained the Malayali-dominated Malabar area from Madras. The High Range colonization scheme was initiated in the context of the state reorganization debate.⁵

The goal of the High Range colonization scheme was to settle 8000 families on 50,000 acres of land at four sites in the lands adjacent to Tamil Nadu. The colonists were selected from landless agricultural labour class who were willing to settle down permanently in the blocks with their families.⁶ The four colonies were Kallar, Marayoor, Kanthalloor, Deviyar. The pilot Colony at Kallar was opened on the 20th January, 1955. The extend of the Colony comes to 968.76 acres. 200 families of landless agricultural labourers were settled there.⁷ The Anjanad Colony at Marayyoor and Nachivayal Villages comprising 690 acres divided into 125 Blocks was started on 11th February 1955.⁸ The Kanthalloor Colony comprising the areas of Kanthalloor, Dandakompu, Perivayal nad Anakalpetty This colony was opened on 28th March 1955 and has an extent of 1000 acres comprising 200 Blocks in isolated patches.⁹ Since the Blocks allotted to the colonists at Marayoor were found unsuitable for cultivation and habitation, Government ordered to open a new colony in the Deviyar Coupee. 73 colonists from Marayoor were given alternative Blocks at Deviyar.¹⁰ The extend of land for allotment to each family was fixed at more or less 3 acres as the soil in the area was found to be quite fertile. In Devikulam and Kallar 480 to 2800 hectares of lands surveyed as per the five orders of the Government of Travancore Cochin.

The Government of Travancore Cochin decided to establish Pilot Colony at Kallar basin to settle 200 families.

The following schedule was prepared for the completion of the scheme

- 27-12-1954 Commencement of Survey (Survey to be completed within ten days)
- 25-12-1954 Applications to be invited by the Special Officer.
- 08-01-1955 Last date for receipt of applications.

10-01-1955 Selection of colonists and intimations to those selected.

20-01-1955 Formal inauguration of the colony.

The Forest Department ordered to surrender, 1,000 acres from the Kallar Basin immediately for purposes of the Pilot Colony. The utilizable timber in the area used by the Public Works Department for the construction of houses sheds necessary in the colony and the cost credited to the Forest Department from the Colonization Budget. The Special Officer for Colonization arranges the survey of 1,000 acres and their sub-division into 5-acre blocks to be completed within the time fixed. He was permitted to incur expenditure for the transport of the survey staff and survey instruments from Devicolam to the work spot in order to avoid delay in transport.¹¹ The Special Officer is also permitted to pay line-clearing charges at the rate of 4 annas per chain for the survey of these 1,000 acres. Three sheds build immediately for the use of the Survey Party. Trenches dug around the sheds because the area is infested with elephants. Three-armed man from the Reserve Party at Kallar deputed, as Gun Men for the protection of the Survey Party at Kallar.¹²

The government informed that the Pilot Colony at Kallar inaugurated by the Chief Minister at Kallar at 11 A M on the 20th January, 1955. In connection with the inauguration, it was decided to print 1,000 copies of the enclosed invitation letter (with the required envelopes) on red embossed white paper. The Superintendent, Government Persons is requested to arrange to print the invitation cards and supply them to the Special Officer for Colonisation, Devicolam, before 12th January, 1955. The Inspector General of Police is requested to arrange for special route permits for motor services along Muvattupuzha and Munnar to Kallar and from Kottayam and Peermade to Kallar on the day of the function. The construction of a Pandal and Platform furnished with sufficient number of chairs and benches and a microphone. Sanction is also accorded to incur an expenditure not exceeding Rs.2,000/- by the Special Officer for Survey, Settlement and Colonisation for the inauguration ceremony. The expenditure will debited to the sub-head "57 Misc.(b) and Unforeseen charges (xiii)". The Special Officer is allowed to draw the above amount is an advance on his simple receipt. He will also submit to Government a Memo of Cost for sanction as soon as the function is over.¹³

The Special Officer has to invite applications by advertising details of the scheme in eight Malayalam Dailies, two from each District. The application form should be prescribed by the Special Officer. Land was given only to the deserving poor, drawn from the landless agricultural labour class. The selected colonists or their parents should not own property of the own. Advertisements in the Dailies made through the Director of Public Relation by the Special Officer.

The selection of the 200 families for the Pilot Colony was made by a Committee of three officers consisting of the first Member Board of Revenue, Director of Colonization and the Special Officer for Colonization. Each colonist provided with a house to be put up by the Special Engineering Staff for colonization. The cost of a house should not exceed Rs. 500/-. The Executive Engineer, Muvattupuzha will arrange for the construction of at least 10 houses before 20-01-1955 in the area selected for the colonization. Two sheds should also be put up to house the colonists who cannot be provided accommodation in the houses. The suggestion of the Executive Engineer, Muvattupuzha to have houses with a floor area of 200 square feet with billings roofing's is approved.

The Executive Engineer, Muvattupuzha, was authorized to construct two sheds each costing not more than Rs.2,000/- and 10 houses each costing not more than Rs. 500/- on Memo of Cost basis. He will also arrange for the road from the Kallar Bridge to the Colony being made ready before 20-01-1955 incurring an expenditure of not more than Rs. 2,000/-. This work to be done on memo of Cost basis. The Executive Engineer, Muvattupuzha authorized to appoint the work establishment staff necessary for these urgent items of work for a period not exceeding two months. The cost of putting up the houses, sheds, etc. required for the Colony met from the Colonization Budget.¹⁴

Table -1
**Showing the fixed rate of allotted items and expenses
at the time of inauguration**

Sl No	Items of Expenses	Amount	Remarks
1	Transport facilities	1000	Nil
2	Hire charges and transport of chairs,Benchesetc., from Muvatupuzha	500	Nil
3	Printing and postage for invitees	100	Nil
4	Light refreshments, garlands etc.	300	Nil
5	unforeseen contingencies	100	Nil
	Total	2000	Nil

A private bus from Kumili to Kallar to reach Kallar at about 10 AM on 20th January and back after the inauguration function at about 1 p.m. This bus service is to provide free conveyance for the public who would like to attend the function at Kallar. The idea is that endeavour the best to collect as many persons as possible to present a large audience for the inauguration meeting. The bill of hiring charges for the bus forwarded for payment in due course. An idea of the expenditure involved and any advance needed to intimate to as early as possible.¹⁵

Representation received from the residence of Kallar and neighboring villages in the Devicolam and Peermade Taluks requesting to name the Pilot Colony at Kallar proposed to be opened on the 20th to be named as 'Patton Colony' after its founder Sri Patton A. Thanu Pillai, the present Chief to Minister. so that the colony may be named accordingly and announced at the inauguration.¹⁶

Arrangements were made for the allotment of lands. The P. W. D. Officers have promised to put up the buildings for the occupation of the Colonists before that date. Inaugural meeting is proposed to be arranged at a suitable spot. The I. G. of Police may be requested to arrange a few special passenger motors services on this road on the day of the function and the previous day. Light, refreshments for special invitees at the meeting place. A Pandal and a platform with sufficient number of chairs and benches and amicro-phone. The Executive Engineer, Muvatupuzha may be directed to make all, the above and such other arrangements as may be necessary to make the function a success. A sum of Rs 2000/- as estimated below also allotted for the purpose and the Special Officer allowed drawing the same in advance.¹⁷

The sub divisional officer informed to the Special officer regarding the inauguration ceremony of and arrangements. As a part of it, a shed and platform erected at kallar by the side of the Kumily Devikulam road and at the junction leading the colony. This is the ideal place suited to the inauguration ceremony. It was also planned install a laterite name board at the time of inauguration function following words enclosed on it "PATTOM COLONY" opened on 20/01/1955.¹⁸ The Public Works Department deputed to arrange the microphone. Accommodation is required for the ministers and other distinguished visitors to stay a while. The armed reserve men are occupying the Kallar camp shed, the only building available in the locality.¹⁹

P.Muhammed Kunju made the historical thanks giving speech at the inauguration function of the Pilot Colony at Kallar on 20th January 1955.²⁰ He addressed that I deem it a great privilege to associate myself with the pilot programme of colonization in this State and to perform this pleasing duty of proposing a vote of thanks. It would have been more appropriate if Dr.P.C. Alexander, my predecessor in of that office were here to discharge

this duty.

P.Muhammed Kunju explained that this programme is unique in many respects. I say so because it has been conceived in the most comprehensive manner, possible. We had similar schemes in the past and they sought only to grow more food as their main objective. However, in this programme the approach is more from a sociological angle than anything else. The conditions prescribed and adhered to in the selection of colonists have been such as to serve the special purpose of choosing the most deserving among the really poor and landless. This programme seeks to provide land to each of the selected colonists to an average extent of five acres, which according to know standards, would make an economic unit for a self-supporting homestead for an agriculturists.²¹

The idea of this Pilot Colony took shape at a high-level conference held at Trivandrum on 23-12-1954, presided over by Shri.P.K. Kunju, Minister for Colonization. Target dates were fixed for the various items of work. A party of twenty-one surveyors started survey of about thousand acres within the forest grasslands. On the 27th applications were invited and 8th January was fixed as the last date for receipt of applications. A committee consisting of the First Member Board of Revenue, the Director of Colonization.

In the speech P.K. Kunju,says that the colony was intended to be opened by our Chief Minister Shri. Pattom A. Thanu Pillai whose primary concern is the welfare of the poor and the unemployed. But due to circumstances beyond control he could not come. We are really sorry that he could not grace this occasion with his presence. May I, on your behalf, Ladies and Gentlemen request the ministers present him to convey our thanks to the Chief Minister.

5. Conclusion

The high range colonization scheme created far-reaching impacts.It led to forest encroachment, deforestation, soil erosion, migration, conflict over control of land and labour struggle and identity crisis etc. Thedensity of population transformed the High Ranges into a centre for landless migrants and some time they encroached the lands. The land was divided between the forest and revenue departments, created confusion. By the early 1950s, widespread confusion prevailed regarding the authorization of occupation rights for many of the settlers on government forestlands.

The division of control between forest and revenue departments complicated monitoring and control of encroachment. More importantly, the government and politicians encouraged or, at least, ignored Malayali encroachments until the process of state reorganization was completed. Politicians and officials profited from illegal land distribution.

Government departments could do little to control encroachment in this context, even when inclined to do so. The High Range area was included in the new state of Kerala but, in the process, huge areas of forestlands were occupied and brought under cultivation.

The occupancy rights also created confusion. The forest department officially owns the trees, in many areas, while the revenue department owns the land. Cultivators occupy much of this land. More over the re-allotment of blocks for the colonists continues for a long period.

The land was given on lease without limit of time levying a pattom equivalent to “Basic Tax”. The right of the lessee is heritable but not alienable”. The lease is subject to cancellation in the event of alienation or desertion. Lessees are to occupy the Block within a month of allotment and are to be normally resident in the Block allotted. The colonists are also permitted to take up employment outside the colony with the permission of Revenue Divisional Officer, subject to the condition that if by acceptance of the employment, the colonists have to leave the place and to entrust the block to a close relative who was responsible to look after the affairs of the Block.

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POLITICAL EMPOWERMENT OF WOMEN IN PANCHAYATI RAJ INSTITUTIONS

***Chanth.R & **Dr. Zajo Joseph**

Abstract

Elected Women Representatives (EWR) of Local Self-Governments, have cardinal role in empowering the poor women at the grass root level of the society economically and socially. For doing this noble deed they should have adequate knowledge about administrative and political matters. They should also possess sound knowledge regarding the Panchayati raj system. In order to assess their political and administrative awareness thirty one questions were administered to them. From the score their level of awareness and the factors influencing the awareness were analyzed. For the analysis of data descriptive statistics, t-test, ANOVA and Regression Analysis were used. The results showed that education and marital status of women Elected Members have significant effect on their level of awareness about Panchayati raj system. Their level of education determines their overall awareness level. The finding indicates the need for a differential treatment for imparting awareness among elected women representatives.

Key words: Panchayati raj, WCP, Political Participation

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1. Introduction

Empowerment in any sphere occupies a predominant role in creating economic social and political life of the people in all communities. As such, empowerment is a universal phenomenon. Political empowerment involves the development of positive political skills among the people. In another way, people can be empowered politically, by involving them in the political process.

In the context of women, political participation is regarded as one of the key factors that perpetuate empowerment. Political participation has long been acknowledged as a central theme of democratic decentralization, where the citizens enjoy the right to participate in governance. In other words, political participation in a democracy has got a wide connotation, which ranges from popular participation in electing representatives to the actual participation of representatives in the process of governance.

2. Objective

To assess the extent of knowledge regarding political system and Panchayati Raj, of the selected women representatives for assessing their awareness in respective fields.

3. Methodology

The present study is based on primary data collected from elected women representatives in Kerala. Multistage random sampling technique was used to gather relevant information from the respondents. In the first stage, Kerala state was longitudinally divided into three regions viz North, Central and South. Then one district each has been drawn at random from each region. Thus, Malappuram from the North, Ernakulam from the Central and Thiruvananthapuram from the south emerged as sample districts. In the second stage five blocks from each districts namely Perumkadavila, Athiyanthoor, Varkala, Parassala and Nedumangadu from Trivandrum district, Muvattupuzha, Edappally, Vadavucode, Parakkadavu and Vypin from ernakulam district, Malappuram, Kuttippuram, Thirurangadi, wandoor and Nilamboor from Malappuram district were selected randomly.

In the third stage of sampling one panchayath from each of the above said blocks were selected i.e. Aryancodu from Perumkadavila block, Kanjiramkulam from Athiyanthoor block, Manamboor from Varkala block, Parassala from Parassala block and Karakulam from Nedumangadu block, Avoly from Muvattupuzha block, Kadamakudy from Edappally block, Kunnathunad from Valavucode block, Nedumbassery from Parakkadavu block and Pallippuram from Vypin block, Anakkayam from Malappuram block, Irimbiliyam from Kuttippuram block, Peruvalloor from Thirurangadi block, Thrikkalangodu from Wandoor block and Edakkara from Nilamboor block were selected randomly

Structured interview schedule is used for eliciting answers from the respondents. Questions administered in the schedule are in the nature of multiple choice questions. Statistical tools like Paired ranking, ANOVA and Regression are used for analysis of data.

Position held PRI

	n	%
Member of Gram Panchayat	180	48.39
Member of Block Panchayat	105	28.23
Member of District Panchayat	87	23.39
Total Sample	372	100.00

From the above table it is clear that out of the total respondents 48.39 percent are elected women representatives of various gram panchayats, 28.23 percent are of block panchayats and the remaining 23.39 percent belongs to district panchayats.

.Table 1

Distribution of sample by their personal characteristics

Characteristics		n	%
Age	20-30	20	5.38
	30-40	238	63.98
	Above 40	114	30.65
Education	Up to SSLC	18	4.84
	SSLC	112	30.11
	Plus Two	161	43.28
	Graduation and above	81	21.77
Marital Status	Married	352	94.62
	Unmarried	20	5.38
Family size	Less than 3	56	15.05
	3-4	215	57.80
	5 or more	101	27.15
Total	372	100.00	

Table 1 depicts the Distribution of sample by their personal characteristics. From the table it is observed that majority (63.98%) are of the respondents belongs to the age group of 30-40. Only 5.38 percent is in the age group of 20-30. While analyzing educational qualification it is clear that 43.28 percent of the respondents qualified plus two, 21.77 percent have educational qualification of graduation and above. At the same time it is noticed that 4.84 percent have educational qualification up to SSLC only. As far as marital status is considered an absolute majority (94.62%) of the respondents are married. While analyzing family size of the respondents, it is understood that majority (57.80%) of the respondents have a family size of 3-4. Out of the remaining 27.15 percent belongs to comparatively large families.

Table 2

Distribution of sample by their economic status

Characteristics		n	%
Actual landholding	Up to 5 cent	91	24.46
	6-10 cent	216	58.06
	Above 10 cent	65	17.47
Ownership of house	Owned	325	87.37
	Rented	47	12.63
Type of housing	Tiled	228	61.29
	Concrete	144	38.71
Headship in family	Yes	49	13.17
	No	323	86.83
Total		372	100.00

. As far as actual land holding is concerned majority of the respondents (58.06) have a land holding of six to ten cents and majority of the respondents (87.37) have owned houses and are of tiled in nature.

4. Review of Related Literature

Dr. Sheikh Nazir Jabbar (2011)², in his study describes the level of participation of SC/ST women in local governance and the factors that hinder their growth in politics. The main objectives of the study were to explore the local level politics that discourages participation of female leadership among SC/ST women, assess the status of women's

participation in local governance and its impact and to search for the hurdles in effective functioning of women as sarpanches in grama panchayat..The performance of women sarpanches were calculated in terms of the caste structure of the villages, perception towards women sarpanches, education and political exposure etc.The study concludes that power politics, non-co- operation of family members, political strategies, caste and community, low education, lack of exposure etc. hinder their growth in politics

Vinod Kumar et al (2012)³, in their study analyses the political empowerment of women in panchayati Raj institutions at grass root level. The main objectives of the study are to assess the extent of political knowledge views and perceptions of these selected women leaders on various political issues to determine their political awareness. The study is basically an empirically oriented exercise and hence the major part of the data was collected field by means of questionnaire, which was administered among the sample respondents selected from the women political functionaries of the three levels of the panchayati raj bodies included in the study. The study concludes that the system of reservation for women in the panchayati raj bodies has a considerable positive effect on the conditions and standard of living for women in the rural areas. A striking fact that can be drawn from the study is that 73rd constitutional amendment Act has facilitated the entry of a large number of women in to local politics through panchayati raj bodies. But there is a need for educated

Table 3

Distribution of Elected Women Representatives by their awareness about political aspects with estimated weights

	Correct		Wrong		Weights
	n	%	n	%	
Ruling political party in Kerala at present	335	90.05	37	9.95	0.154
Present minister for Local Self-Governments in Kerala	233	62.63	139	37.37	0.154
Opposition party leader in Kerala at present	259	69.62	113	30.38	0.077
Present Kerala Governor	300	80.65	72	19.35	0.135
Chronological order of ongoing five year plan	117	31.45	255	68.55	0.135
Tenure of assemblies	327	87.90	45	12.10	0.096
Method of electing MLAs	336	90.32	36	9.68	0.096
Present Finance Minister in Central Government	124	33.33	248	66.67	0.077
Present President of India	249	66.94	123	33.06	0.058
Political System prevailing in India	221	59.41	151	40.59	0.019

women representatives at the grass root level for radical changes in living conditions in rural areas and for development.

5. Results and Discussion

From Table 3 it is clear that 90.05 percent of the respondents have perfect knowledge regarding the ruling political party in Kerala and 90.32 percent of them are aware about method of electing MLAs. 80.65 gave correct answer for present Kerala Governor and 87.90 are aware about the tenure of assemblies. It is very important to note that an absolute majority of the respondents are not aware about present five year plan and finance minister

Table 4

Distribution of Elected Women Representatives by their awareness about Panchayati Raj system with estimated weights

	Correct		Wrong		Weights
	n	%	n	%	
Structure of Panchayati raj institutions in Kerala	284	76.34	88	23.66	0.156
Committee recommended the introduction of Panchayati raj system	105	28.23	267	71.77	0.022
State in which Panchayati raj was first introduced	95	25.54	277	74.46	0.067
Method of appointing Panchayat secretary	274	73.66	98	26.34	0.089
Person propounded the idea of Gram Swaraj	210	56.45	162	43.55	0.022
The ideology behind Panchayati raj system	167	44.89	205	55.11	0.089
Year in which Kerala Panchayati Raj Act was passed	65	17.47	307	82.53	0.067
Percentage of amount apart for Women component Plan by the local bodies	289	77.69	83	22.31	0.200
Present District Panchayat President in Trivandrum District	343	92.30	29	7.80	0.133
Percentage of reservation of seats for women in local bodies	68	18.28	304	81.72	0.156

From the above analysis it is clear that 76.34 percent of the respondents have perfect knowledge regarding the structure of panchayati raj in Kerala and 92.20 percent of them are aware about district panchayat president. 77.69 percent gave correct answer for the percentage of amount set apart for women component plan by the local bodies and 73.66 are aware about the appointment of panchayat secretary. It is very important to note that an absolute majority of the respondents are not aware about percentage of seats reserved for women in local bodies and 71.77 percent are ignorant about the committee which

recommended the three tier structure of panchayati Raj and 74.46 percent are unaware about state in which panchayati Raj was first introduced.

While comparing the weights assigned by the scholar, elected representative and one expert in the field of decentralized governance, it is noted that an elected women representative should be aware about the percentage of amount set apart for women component plan followed by structure of local self-government and percentage of seats reserved for women in local bodies. Components like committee recommended three tier structure and person propounded the idea of Gram Swaraj occupies comparatively lower weights.

Table 5
Mean Percentage of Awareness Elected Women Representatives

Awareness	Minimum	Maximum	Mean	SD	t	Sig.
political system	36.60	92.40	69.22	12.96	10.717	0.000
Panchayati raj system	24.40	97.90	57.63	15.27		
Total	40.55	84.10	63.42	9.58		

From the table it is understood that knowledge regarding political system has a mean score of 69.22 and that of Panchayat raj system has a mean score of 57.63 and their total awareness occupies a mean score of 63.42. That is the respondents are more aware about the political system prevailing in the country.

Effect of personal characteristics on level of awareness among Elected Women Representatives

As far as Local Self-Governments in Kerala is considered, there exist certain differences in the utilization of funds and thereby in the implementation of various welfare schemes. That is some of the local bodies are functioning very well and some others are not. Their performance always depends up on the caliber of the elected representatives, which is determined by the level of their awareness regarding political system and Panchayati raj.

Women occupies a predominant role in the successful functioning of decentralized governance. As a result of 73rd Constitutional amendment, more and more women coming forward in the forefront of development activities of the nation. Performance of the elected women representatives in their respective fields may vary from person to person. The main reasons for the variation in the level of performance can be attributed to their level of

awareness about politics and Panchayati raj system. Women with sound knowledge about these aspects usually found to be more efficient and they shows their ability to coax authorities and common people for the development of their area of jurisdiction.

For the better functioning of Elected Women Representatives, they should have necessary and sufficient level of awareness about the political scenario of the country and the system of Panchayati raj in which they are working. Unfortunately many of our representatives lacks knowledge in these fields and it is urgent to equip them with sound knowledge for better functioning ,unless the dream of Gram Swaraj will remain in paper only. To equip the elected members with adequate awareness, it is inevitable to identify the level of awareness among different categories of elected members.

To find out the determinants of level of political and administrative awareness of the elected members, three separate regression models were computed. One model is related to their level of awareness about political system; the second model is for Panchayati raj

Table 6

**Coefficients of Regression model for level of awareness among
Elected Women Representatives**

Variables	Awareness on political system		Awareness on panchayatiraj system		Total awareness	
	B	Sig.	B	Sig.	B	Sig.
(Constant)	56.908	0.000	63.365	0.000	60.137	0.000
A2:1 if (30-40), 0 otherwise	3.536	0.028	-4.860	0.000	-0.662	0.473
E1: 1 if Up to SSLC, 0 otherwise	7.531	0.032	-29.301	0.000	-10.885	0.000
E2: 1 if SSLC, 0 otherwise	4.367	0.041	-34.577	0.000	-15.105	0.000
E3: 1 if Plus Two, 0 otherwise	7.799	0.000	-9.043	0.000	-0.622	0.595
M: 1 if Married, 0 otherwise	0.205	0.955	12.257	0.000	6.231	0.003
L1: 1 if Up to 5 cent, 0 otherwise	5.162	0.018	1.286	0.316	3.224	0.010
L2: 1 if 6 to 10 cent, 0 otherwise	6.092	0.002	2.068	0.070	4.080	0.000
R Squares	0.095		0.774		0.455	
F	5.452		178.556		43.486	
Sig.	0.000		0.000		0.000	

system and third is for over all awareness. For this purpose dependent variables were taken as continuous variable and independent variables are taken as dummy variables. Age, level of education marital status and economic status were taken as independent variables. Landholding was taken as the proxy variable for the economic status. Table 6 presents the coefficients of the three regression models.

From the table it can be seen that the significance level of the regression model representing awareness about political system is greater than 0.05. The result indicates that age, education, marital status and economic status have no significant influence on the level of awareness of Elected Women Representatives on political system. At the same time the regression models representing awareness about Panchayati raj system and over all awareness are found to be valid as the significance levels of F values are less than 0.05. The R square of these regression models are respectively 0.774 and 0.455. From the result it can be inferred that 75.6 percent of variation in the level of awareness of Elected Women Representatives about Panchayati raj system is determined by their age, level of education, marital status and economic status.

As far as level of awareness on Panchayati raj system is considered the elected members education and marital status exhibit significant effect as the significance level related to regression coefficients of dummy variables related to education and marital status are less than 0.05. The coefficients of dummy variable representing education are negative. It indicates that compared to the reference category of graduate and above women members with lower level of education have significantly lower level of awareness about Panchayati raj system. As far as marital status is concerned, married members have significantly higher awareness about the Panchayati raj system. As far as total awareness level is concerned members with SSLC qualification and below have significantly lower level compared to others.

6. Conclusion

From the above result, it can be concluded that Women Elected Members with low level of education have significantly low level of awareness about Panchayati raj system and over all awareness. Unmarried members are found to have significantly lower level of awareness about Panchayati raj system. Awareness about political system is not affected by their personal characteristics.

The result indicates that the existing system of imparting awareness about Panchayati raj system should give more emphasis on low educated as well as unmarried women so as to enhance the efficiency of women headed local bodies. This type of differential treatment of elected women members for imparting awareness is of vital important so as to empower them for the days to come as their participation in local bodies are raising at high pace.

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