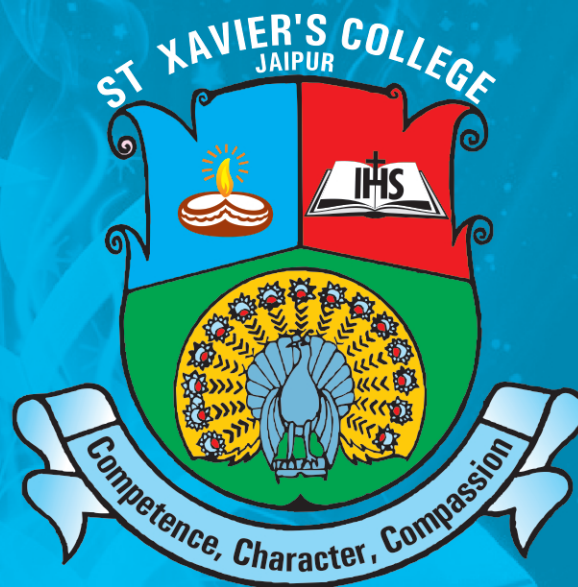


ISSN 2278-0254

Volume VII • August 2018

IMPETUS

Xavier's Interdisciplinary Research Journal



St. Xavier's College, Jaipur

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FOREWORD

Education enables learners to provide appropriate responses with its focus on inclusive education. Literature study, in particular, ensures forming the very premises through its study aiming at social integration. The untiring efforts of writers can further be seen in the context of their emotional complexity that has transformed their writings into works of literary value. The study of emotions is a key aspect of humanities and a platform of this nature will aid in a deeper understanding of the same. It raises many sub-textual questions in terms of the creation, chiselling, verbalizing, recognizing and final denouement of diverse literary pieces. In terms of contemporary literature, which in so many ways refute meaning, the analysis of emotions reaps a deeper, layered understanding. In the same vein, a study of emotions allows new perspectives to emerge - 'being' and 'belonging'.

In the past, a lot of research has been undertaken in the real, exterior world of the artist. However, increasingly, the humanities have begun to investigate the interior landscape of the artist, the emotions. With this aim, St. Xavier's College, Jaipur organized International Conference on 'Literature as a Cartography of Emotions: Ways of Being and (Be) Longing', was indeed very appropriate, considering the representations of identity-relevant attitudes, behaviours and beliefs in literature. This conference conceptualized the relationship between emotions and social identities. The contributions made through paper presentations during this conference further explored new ways through which we define social-identity.

Research activities are the spine of all great academic institutions and a key component of higher education. It is heartening to note that the cause of research is being heartily pursued by St. Xavier's College, Jaipur through its multi-disciplinary journal IMPETUS. Different research papers included in this issue will help researchers from academia and organizations and create opportunities for the teaching fraternity. It will prove to be a fecund ground for dialogues which will enable scholars to discover novel interpretations of texts and contexts and also unfold a wealth of contemporary literature to debate upon which can branch into fruitful research. I am grateful to the management for allowing us to engage in meaningful research, which is truly the bedrock for academic excellence. I would also like to thank the team of editors. This journal is yet equal to another milestone in our journey of attaining better and relevant standards in research and higher education. I hope this collection will also offer a window for new perspectives and directions in the area of palliative care in the readers' mind for long.

Ms. Ranjit Kaur
Chief Editor

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ISSN 2278-0254

Publisher

Jaipur Xavier Educational Association (JXEA)
St. Xavier's College
Hathroi Fort Road, Jaipur, 302001

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Jaipur

Subscription

Impetus is published once a year
Annual Subscription: Rs 500/-

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Printed at

Kumar & Company
Jaipur

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**COMMERCE
AND
MANAGEMENT**

ROLE OF TECHNOLOGY IN REVAMPING AGRICULTURE SECTOR IN INDIA : AN INDICATOR OF ECONOMIC GROWTH AS ENVISAGED BY INDIAN DIASPORA

Dr. Salu D' Souza

Senior Research Fellow, Centre for Diaspora Studies, Central University of Gujarat, Gandhinagar, Gujarat

Abstract

People from India have been migrating to various countries in search of green pasture. Those who had grown up in poor economic condition with less education in India could stand the test of the time in foreign countries. These people have joined the club of the Indian diaspora. After going to foreign countries, working hard with education, many Indians have prospered. Most Indians had their background in agriculture that used primitive technology. However, after experiencing western technology and expertise in their adopted lands, they started to implement and experiment in Indian agriculture fields when they came back to their motherland.

India has seen incredible growth in the agriculture sector for the past seven decades. Making use of science & technology, research, advanced tools, and other equipment in the cultivation of crops across the country has put India on the world map. The members of the Indian diaspora, who have settled in foreign countries and those who went for higher studies, have come back to India and put their knowledge and skills in enhancing the agriculture production in India. The diaspora had enough money to buy the necessary tools and machinery that are useful in the agricultural fields.

The contribution of diaspora in each Indian state is unique. Gujarati diaspora has invested huge amount for green energy and solar technology in Gujarat. Punjabi diaspora has assisted in getting bumper crops in Punjab and Haryana. People from Kerala, who had gone to Gulf countries, could use the scientific method of cultivation in their lands in Kerala. Indian diaspora from Tamil Nadu, Telangana and Andhra Pradesh could send steady remittances to their people so that they could invest in the best technology and harvest bumper crops. My research paper tries to concentrate on Indian diaspora's role in augmenting the growth of agriculture sector in India by using updated technology, machinery, scientific tools, high yielding seeds and adopting change in the agriculture pattern. Paper also focuses on how Indian diaspora learned various skills from western countries agriculture farmers and how they have used their expertise in India.

Keywords : *Diaspora, Technology, Expertise, Knowledge, Scientific, Agriculture, Tools*

Introduction

India is a land of villages. Agriculture activities take place in villages and not in cities, definitely not in metro cities. People from towns and big cities get regular agriculture products. They are all sorts of vegetables, pulses, rice, wheat, and other agriculture products. Those who are buying these products have no idea of, from where does the product come and the hardship involved behind the cultivation of the products. This is the saga of Indian agriculture system. This way Indian farmer silently satisfies the hunger of people across the country.

People from villages who have agriculture land have migrated to various cities in India. However, they have retained the agriculture lands appointing many overseers for the land. The caretaker of agriculture land does cultivate crops of various kinds. It has become a fashion for the real owners of the land to visit their villages once in a year and spend a few days. Similarly, members of Indian diaspora visit their native land occasionally and prefer to spend days in their agriculture fields that give them serenity. Those people who have gone from India to various countries can come under Indian Diaspora. Today the strength of Indian diaspora outside India is:

“India's population living abroad is the largest in the world with 1.6 crores (16 million) people living outside the country in 2015, according to a latest UN survey on international migrant trends” (UN survey, as reported by NDTV, January 2016).

Not only the number of Indians living abroad is the largest in the world, but they also send remittances which is the highest compared to other countries:

“India retained its top spot in 2015, attracting about \$69 billion in remittances, down from \$70 billion in 2014. Other large recipients in 2015 were China, with \$64 billion, the Philippines (\$28 billion), Mexico (\$25 billion), and Nigeria (\$21 billion)” (World Bank Report, April 2016).

This indicates that Indian diaspora has enough money in India to invest in various sectors. Indian diaspora who had their agriculture lands before leaving India did not squander for anything. They were reluctant to sell their agriculture lands, which was cultivated by their ancestors for many years. The emotional attachment that they had towards their agriculture land had prevented them to dispose of it off to others. While returning from abroad with their technological expertise and money, many Indians have been using technology and machinery in their agriculture fields to harvest bumper crops.

The Progress of Indian Agriculture After 1947

Free India had many challenges. It had to have policies for various sectors. The population of India was less and the people were reluctant to go abroad. The economic growth was slow. Agriculture activities were going on; however, the productivity was less due to the usage of the primitive method of cultivation. While writing on Indian Agriculture after Independence, Samiksha opines,

“When India became independent in 1947, agricultural productivity was very low (about 50 million tonnes). Agriculture was mainly dependent on rain and was being done as a subsistence farming using mainly animate sources of farm power, traditional tools and equipment. More than 80% of the population living in rural areas was dependent on agriculture for their livelihood” (Samiksha S for YourArticleLibrary.com).

The above statement from S. Samiksha makes us see the real situation of the agriculture sector during the time of Independence. However, the then prime minister of India, Jawaharlal Nehru and his trusted scientist Prof. Prasanta Chandra Mahalanobis tackled these challenges efficiently. Various five-year plans had some sops for the Indian agriculture sector. The gradual growth of agriculture sector could be noticed in following years where universities had research centres dealing with various crops and pulses as well as implementing fertilizer, high yielding seeds, tools and technology in the agriculture work to get desired product in abundance.

During the five-year plans, the emphasis was given for enhancing science and technology expenditure by the government. This was done keeping in mind as the industrialization process was going on, the agriculture sector should not suffer but get maximum benefits from science and technology. The report says:

“In the total S&T expenditure by the government, the share of non-scientific ministries has been approximately 30 percent combined for all sectors, including agriculture, rural development, energy, industry and minerals, transport, communication and others” (United Nations Industrial Development Report, page 19).

The present-day agriculture sector has seen steady growth since Indian Independence. There were revolutions in a few crops. Every successive government had to do many things in the agriculture sector. Over the years, policy towards agriculture has immensely developed the sector and India can today say that it has enough in its warehouse to satisfy the hunger of the hungry people.

Indian Diaspora and its Contribution Towards the Growth of the Agriculture Sector

Migration from India to various foreign countries had impetus due to the sheer demand of Indian workers in different Gulf Countries. There was a demand for highly skilled Indians in different sectors in America, Canada, Europe, and Australia. Chain migration benefitted not only the whole family but also in some cases, the whole village. Annual Report of Ministry of External Affairs, Government of India gives the reasons for migration:

“Contemporary flows from India are of two kinds: The first is the emigration of highly skilled professionals, workers, and students with tertiary and higher educational qualifications migrating to developed countries, particularly to USA, UK, Canada, Australia, and New Zealand. This flow started after Indian independence and gathered momentum with the emigration of IT professional in the 1990s. The second is the flow of unskilled and semi-skilled workers going mostly to the Gulf countries and Malaysia, following the oil boom in the Gulf countries, mainly from Kerala and other south Indian states” (Annual Report of MEA, 2012 – 2013).

Whichever countries Indians had gone to, whether skilled workers, professionals, unskilled or semi-skilled, they had worked hard, saved enough, sent regular remittances to India and left an impression in the minds of the people of the host countries. Today Indian people are respected the world over due to the unique nature of India and its people. Firm belief and faith in democracy, a futuristic Constitution of India, non-violent approach, Indian cuisine, Bollywood romance shown in Hindi movies are some of the features Indians spread among others when they are in foreign countries.

Those Indians who had gone to foreign countries and who are now in foreign countries had their difficult times when they were in India. Many had agricultural land with the primitive method of cultivation that was sufficient with three meals per day for the family. Indians who had gone for higher studies to various countries had closely observed the western method of cultivation. They could observe in the adopted lands the way agriculture sector progressed due to high yielding crops, fertilizer, usage of tools and technology and better storage facilities.

When these western educated Indian people came to India though not necessarily had degrees in agriculture filed, started implementing the cultivation method that they had keenly observed while they were in a foreign land. There was an amazing report that showed many Indian graduates who had foreign degrees started to work in their fields by putting diversified crops and benefitting annually. They could work in their fields without employing many persons but by deploying machinery and tools that helped these agriculturists from ploughing lands to the harvesting of crops and transferring the crops to their barns.

Necessary tools were already in the process of manufacturing in Allahabad Agricultural Institute where the production of tools that were needed for regional agriculture sector were manufactured. Apurva S, in her article, make mention of:

“Agricultural Development Society at Naini a factory established by the Allahabad Agricultural Institute started producing agricultural implements on large scale. Also came into the manufacture of Punjab, U.P., No. 1 and 2 ploughs, Kanpur cultivators, Olpad Threshers, etc. Now, a number of firms and factories are involved in the manufacturing of agricultural machinery and implements. In addition, development of seed drills, sugarcane crushers, diesel pump sets, and other water lifting devices hand chaff cutter and use of pneumatic tyres and bullock carts came into use” (Apurva S. for YourArticleLibrary.com).

The above statement of Apurva indicates that the agriculture tools and machinery manufacturing were in the initial stages of the Indian agriculture sector. Later years saw the mass production of sophisticated, scientifically tested and technologically advanced tools and machinery that took care of the agriculture activities of different crops in different parts of India.

Government of India since the time of Jawaharlal Nehru had been giving emphasis on science and technology. In the initial decades after independence, farmers could not opt for massive tools, technology and scientific methods of cultivation due to their marginal status. They had no capital with them. However, the government through its various five-year plans organized massive training and awareness programmes. This investment was in almost all departments. The UN Industrial Report states:

“It emphasized training of scientific and technical personnel to fulfill needs in the fields of science and education, agriculture, industry, and defense as well as to ensure an adequate supply of scientists and to recognize their work” (United Nations Industrial Development Report, page 20).

Training that was imparted on various officials particularly in the agriculture department over the years had its positive effect especially in village levels where farmers were reluctant to forgo the primitive method of cultivation. NABARD became the saviour for many members of Indian diaspora who had come back to India to carry on the experiments in crop cultivation in their fields. The generous policies of every successive government towards sanctioning of short-term and long-term agriculture loans facilitated

the farmers to go for various agriculture-related purchases including high yielding seeds, fertilizer, scientific tools, and machinery.

The drastic crash of onion prices in Maharashtra and Madhya Pradesh have sent the farmers under depression. UN report says that the food-processing industry should enhance the benefit what agriculture products have given to the cultivators:

“A strong and dynamic food processing industry is important for diversification and commercialization of agriculture. It ensures value addition to the agricultural products, generates employment, enhances the income of farmers and creates a surplus for export of agro foods” (United Nations Industrial Development, page 25).

Further, the UN report bats for the preservation of agriculture production. It is the duty of the respective states and local government to make policies towards this. The report stresses on using technology in processing agriculture products:

“India processes only 2% of its agriculture output. Over 70% of this is processed primarily through the unorganized sector. Therefore, the adoption and usage of technologies in the areas of food safety, preservation, transportation, processing, and handling is quite low” (United Nations Industrial Development, page 26).

Gujarati Diaspora and Agriculture Activities in Gujarat

Gujarati people are business oriented by nature. They are involved in risk-taking businesses such as huge investment in infrastructure building, acquisition of small and medium industries and they go for capital investment. People of Gujarat had considerable acres of land in villages, especially the Patel community. They are also called Patidars due to the ownership of land that was given to them during the time of British rule. In those days, the owner of the land was respected in the village and eventually they kept their surnames as Patel, which resembles the village headman. The report of the Gujarat Agriculture states that Gujarat had double-digit growth during the Xth Five Year Plan,

“Gujarat is one of the fastest growing states of India. The state has adopted a novel pattern of progress with the strategic development of the key sectors like energy, industry, and agriculture for which it has achieved ambitious double-digit growth rate since 10th Five Year Plan period” (Mrutyunjay Swain, 2012).

This could not be possible without the help from Gujarati diaspora who are well experienced in observing the method of western countries in cultivation and that has been implemented in Gujarat when they come back to their native land. Agriculture in Gujarat, though the emphasis on industries is laid, could not be neglected due to the sheer availability of cultivable land. Mrutyunjay and his associates note in the Report,

“Agriculture continues to be the primary occupation for the majority of rural people in the state. About 51.8 percent of total workers are cultivators and agricultural labourers. Thus, agriculture in the state has been a major source of labour absorption. Moreover, agriculture provides indirect employment to a large portion of the population in agro-based occupations. Thus, the prosperity and well-being of people in Gujarat are closely linked with agriculture and allied activities” (Mrutyunjay Swain, 2012).

Many Gujarati people set sail for African coasts in the 1940s and 1950s. By 1970s, they were in the USA, UK, Australia, Canada and other western countries where they set up their business empire. They had, over the years sent crores of Rupees to Gujarat. Biplab and Amita comment on their migration pattern:

“Gujarat depicts a different pattern with respect to the extent, the outcomes, especially, remittances, and the long-term implications for the societies and communities in the place of origin. Emigration from Gujarat over centuries seems to have been driven by traders and those intending to set up business overseas. The pattern, of course, is subject to changes over time and space” (Biplab Dhak & Amita Shah, 2011).

When they were in India, their family members used to grow traditional crops mostly wheat, oilseeds, cotton, groundnuts, bazra, and vegetables. Most of the Gujaratis are vegetarian, hence, abundant growth of vegetables of different varieties are found across Gujarat. Special love and care shown towards livestock especially cows and buffaloes has helped in agricultural activities.

As steady remittances were sent to Gujarat, the changes in agriculture crop pattern, method of cultivation, using scientific tools and machinery in agriculture fields could be seen over the years that resulted in good crops with less workforce. The real story was that machinery was urgently needed in Gujarat villages where agriculture activities had been carried out due to less workforce. Chain migration from various villages had brought out scarcity in agriculture labour. Internal migration was another problem for agriculture work. Hence, usage of machinery and scientific tools helped to carry out the work in the fields. Farmers in Gujarat do not face fund crunch. Their Non-Resident Indian (NRI) and People of Indian Origin (PIO) relatives and friends are ever ready to help these farmers.

Punjabi Diaspora and their Benevolent Nature Towards the Agriculture Sector

Yet another diaspora community from India, which is the largest segment in Canada, USA, UK, and Australia, are people from Punjab. They are traditionally agriculturists with the cultivation of wheat which had prominence in Punjab, Haryana and Northern Uttar Pradesh. Most of the Punjabis who had migrated to North America had the firsthand experience in agriculture production, the methods, and scientific tools that were deployed by the westerners in the cultivation of various crops. There was a time when the Sikhs in Punjab were struggling to get a good harvest but eventually, the policies of the successive governments and the effect of five-year plan coupled with the extension of loan facilities, has had the desired results in agriculture production.

However, the drastic changes were noticed in agriculture fields only when the migrated Sikhs could send regular remittances to their homeland. This helped the people gradually augment the cultivated area and purchase machinery, scientific tools, high yielding seeds, fertilizer and better irrigation facility that ensured bumper crops. The UN report had stated that the government of India's investment in science and technology greatly benefited almost all the industries including agriculture:

“The primary users of machine tools are in the automotive, automobile and ancillaries, railways, defense, agriculture, steel, fertilizers, electrical, electronics, telecommunications, textile machinery, ball and roller bearings, industrial valves, power-driven pumps, multi-product engineering companies, earth moving machinery, compressors and consumer products industry sectors” (United Nations Industrial Development, page, 30).

In the initial stages, some machinery had been imported, later on, when the technology transfer agreement was signed between the like-minded countries, India started to produce machinery and tools that are more suited to Indian agriculture fields. Punjab is blessed with water facility due to rivers that bring water throughout the year due to its proximity to the Himalayas. This has a direct influence on agriculture production. Using tractors in large numbers for multi-purpose work had its own benefit. While referring to mechanization in Punjab agriculture sector, way back in 1970, it was documented that even in 1960s farmers of Punjab were using various scientific tools and machines for agriculture activities. Martin and Arjan have had in-depth study on the usage of machines for wheat revolution, they observe:

“Seed-bed preparation, which is the major function to which tractors are put, includes, besides ploughing, a number of other operations such as planking, leveling, farmyard manure application, banding and watercourse making” (Martin and Arjan, 1970).

For the last forty-five years, Punjab has adopted various scientific tools and new machines in its agriculture activities. People from neighbouring states such as Haryana, Uttar Pradesh, Rajasthan, and Bihar had a lesson from the agriculture opulence that Punjab reaped due to its massive adoption of scientific tools, machines, high yielding seeds and fertilizer. Generous remittances from Punjabi diaspora has made the people of Punjab to realize their dream of enjoying a good standard of living, having health and sanitation facilities and sending their children to good schools and colleges.

Diaspora and the South Indian States

South Indian states like Tamil Nadu, Andhra Pradesh, Telangana, Karnataka, and Kerala predominately are rice cultivators and consumers. These five states have a population in various countries. Kerala has a considerable number of people in various Gulf countries. Hence, there was no dearth of capital to invest in agriculture-related activities. However, Kerala isn't geographically suited for paddy fields in large scale while comparing to other southern states. It is so because the seawater is very close to many locations in Kerala. However, commercial crops like rubber, coir from coconut, various spices and other commodities needed machines in good numbers. People from Kerala who are involved in agriculture have adopted science and technology in the cultivation of various crops and harvesting as well as preparing of boiled rice, which is not polished, known as brown rice that has superior nutritional values for health. The rice making mills have installed machines that are more suitable to do much work than human labour force.

Andhra Pradesh, Telangana, Tamil Nadu, and Karnataka grow rice in abundance. There are other agriculture produces grown in the fields by using scientific tools, fertilizer, and high yielding seeds. These states are always depending on South West monsoon and the months from June to September with the commencing of monsoon the season of agriculture begins. Farmers while ploughing the fields, cultivating, segregating of weeds, harvesting and separating rice from paddy plants, often use tillers, tractors and other tools and machines. Diaspora members though tech-savvy who had settled in western countries, generously sent remittances to their homes so that people who are engaged in agriculture activities could invest that money for machines and tools. G. S. Bhalla while talking on transfer of technology and agriculture productivity expresses:

“In any case, contrary to the often expressed view, at the current level of technology, the growth of output seems to be directly associated with the growth of employment in Indian agriculture and the new technology has helped in generating more productive employment in agriculture” (G. S. Bhalla, 1979).

The above observation of Bhalla indicates that using technology, however, under fear to minimize the workforce, actually employs more people. To this effect, Indian diaspora members who are residing in Malaysia and Singapore who migrated from Tamil Nadu know the hardship that they had undergone when they were assisting their elders while in Tamil Nadu. Telugu Association of North America (TANA), North American Telugu Association (NATA), American Telugu Association (ATA) and many more Telugu associations across US and Canada haven't forgotten their Indian roots. The newly formed Telangana state has carved its own Telugu association in America. It is under the able guidance of its founder Srinivas Reddy who manages the Telangana American Telugu Association (TATA). It is to be seen that Chandrababu Naidu, the present Chief Minister of Andhra Pradesh, who had given a clarion call to Telugu speaking people of Andhra Pradesh who are in the USA to develop Andhra Pradesh in every sector. There is a competition between Telangana and Andhra Pradesh over the phase of development. Predominantly, the agriculture-based economy of both states will see a drastic improvement in agriculture production through the usage of scientific tools and machinery. It is to be observed and noted in the coming years that Telugu speaking people who are in North America would transform both the states through a competitive mode with the diaspora's money, advice, and technology.

The main aim is in revamping agriculture sector by discarding the primitive technology and adopting new machinery and technology. Apurva further emphasizes on giving a chance to local people who could be in a position to design their own tools and machines that would help in deploying the tools in the agriculture sector. She further opines:

“In general, the objectives should be to develop implements and machinery which will raise productivity, reduce drudgery and which can be worked with ease, speed and accuracy. In designing new implements, local talents should not be ignored. In the field of mechanical and electrical power, it is the tractor, which is the most versatile in farming operations. All tillage operations could be performed through it. It can also be used for stationary jobs like threshing, operating any machine like water pumps, harvesting crops or threshing. It has versatile use” (Apurva S. for YourArticleLibrary.com).

The tractor has become a multipurpose machine. It does various activities starting from ploughing to carrying the agriculture products to the market. The brand name Mahindra tractors had revolutionized Indian farmers dream for many years. How could state like Gujarat reap a good harvest in whatever it sowed? It is the technology, tools and the machinery that Gujaratis use in their agriculture work had paid the dividends. Gujarati diaspora has enough to offer in terms of money, expertise, and advice. Mrutyunjay in his report from SP University, Anand, speaks about Gujarat's progress in agriculture:

“Gujarat is India's largest producer of cotton, castor, cumin, and isabgul. The state is the second largest producer of sesame and groundnut in the country. The agricultural productivity of some crops in the state is highest in India as well as in the World. The productivity of mustard, castor, cotton, onion, and potato is highest in the state compared to other states in India. The productivity of groundnut, bajra, and banana is the second highest in India” (Mrutyunjay Swain, 2012).

It does not mean that other states are not implementing the necessary tools that are required for better agriculture output. As the purchasing power of the people increases due to an increase in their monthly salary, they demand more goods and services. This demand puts pressure on agriculture output. The demand for agriculture production can be met by using the latest scientific method of cultivation that

includes scientific tools, hybrid seeds, fertilizer, and various machines. Devinder Sharma in his article to a web portal predicts that raise in salaries will lead to demand for products:

“Keeping agriculture impoverished all these years has sustained economic reforms. The big bang reform India needs is essential in agriculture. Providing the rightful income into the hands of farmers is what will push domestic demand and at the same time revitalize the rural economy. If the Seventh Pay Commission is being seen as an economic booster, as it is expected to create more demand for consumer goods, imagine the kind of shot in the arm a higher income in agriculture will give to the Indian economy” (Devinder Sharma for Deccan Herald, 26 August 2016).

South Indian states have been depending upon agriculture labourers for quite some time now. However, the diaspora network who had enough savings could invest in their farms and bring new innovations in crop cultivation through machinery and technology.

Conclusion

Though there is enough technology that is being used to get better agriculture production the need of the hour is to have good storage facilities.

The present central government has a close tie-up with Indian diaspora. It hearkens the issues diaspora people are facing across the globe. Prominent members of Indian diaspora have repeatedly advised every successive government to adopt new technology in cultivation and processing of agriculture items. The present prime minister of India last week had addressed the NITI – Aayog where he emphasized on rapid growth:

“Prime Minister Narendra Modi on Friday inaugurated the maiden annual lecture of the NITI-Aayog where he stressed on ‘Rapid, not gradual change’. My vision for India is a rapid transformation, not gradual evolution” (TOI, 26 Friday 2016).

His vision for India cannot bypass the agriculture sector. Being a chief minister of a fast developing state like Gujarat for about a decade has helped him shape himself as a fine policy maker when it comes to the agriculture sector. There will be further growth in the agriculture sector in India by using scientific tools, fertilizer, high yielding seeds, and various machinery.

The central and state governments across the country are going for solar and green energy that are renewable in nature. India needs to grow in every field. Still, people are emotionally attached to their agriculture lands in villages. Those who had gone to various foreign countries either come back to work in their fields with the implementation of new technology or send regular remittances for their loved ones to carry on the agriculture work with new technology and machinery. Coming years, Indian agriculture sector will show further impetus due to the persistent policies of the present central government that always gets support and encouragement from the Indian diaspora. Spending many years in foreign countries Indian diaspora has closely observed the western method of cultivation. Many people in the diaspora have landed in their adopted countries. The experiment that they had made in their fields with western technology, scientific tools, and machinery had been put to use in Indian agriculture fields. This had resulted in less workforce and good harvest. This process will be further updated as research in technology progresses that will revamp the agriculture cultivation method. There is a bright future for the Indian agriculture

sector, to the prosperity it brings to the farmers and other stakeholders. This will eventually bring greater fillip in the nation-building task.

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DIGITAL INDIA AGENDA IN RAJASTHAN: THE DESERT IN BLOOM OR IN WILT?

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Abstract

M-government has introduced the whole new India through Digital India plan where India is going to turn instantly into a new empowered economy with knowledge and prosperity. The study mainly relates to the state of Rajasthan where culture resides as its asset and its preservation is the only means of its existence. The study begins with a brief introduction of the scheme “Digital India- the Power to Empower”. Primal studies have been reviewed and later the plans beneath Digital India have been hurriedly explained. Further, the study makes specific criteria to scrutinise how plans under Digital India are transforming Rajasthan. Adaptations of government made schemes are turning Rajasthan into an empowered knowledge hub. Acquiring knowledge of upgraded technology is making the state prosper and advanced. Many townspeople are being introduced with the benefits of technology in their day-to-day lives. Launching of E-sign, E-procurement, Raj mandi, Raj sampark have given citizens their fundamental right to information. As the study goes on, it shows favourable aspects of Resurgent Rajasthan where everything is modified with the tool of technology. In the second quarter of the study, it shows the gestures of common citizens, how far they have been able to embrace these changes.

Keywords: *Digital India, Empowered Rajasthan, Technology Hub, Digital Revolution*

Introduction

On July 1, 2015, Prime Minister Narendra Modi inaugurated the DIGITAL INDIA scheme. In Rajasthan at the same time chief minister, Vasundhara Raje, pitched voice for Digital Rajasthan. This launch has come up with a great idea to make the country a digital hub and enabled technologically. It comprises of many significant programmes such as Digilocker, e-edification, e-sign. The projects comprised in Digital India have an eye to connect people digitally with their system and get empowered with the latest technology. Transformation of the country via broadband toll roads, information to all, all-inclusive access to phones, the plan has come across with an innovative vision to make India a better India. Gram panchayats have been targeted to anchor with Wi-Fi and hotspots. Digital India programme is on its way to create a knowledgeable country with providing a platform to its citizens to communicate digitally with the government. All states and territories have been linked with this effort via chained technical services.

Review of Literature

The primal studies and researches show that enhanced and upgraded technology is the need of the hour. Really stunning projects launched on a state level has made the proceedings of government exertions more reliable and crystal clear.

A. Shrivatsan in 2009 stated that enthusiasm had been seen whenever there is a talk in terms of arrivals of new technologies, which has promised to add the glyph of positivity to the upcoming era.

Mr. Gajendra Singh Khimsar in Oct 2016 states: “Information technology and digitization is very much essential in the competitive scenario. The initiatives are taken by the government as in e- mitra, e-public distribution and so on has impacted the economy in a positive manner.”

Mr. P Rajendran has stated that getting one region upgraded with technological literacy is a planned way for acquiring opportunities for transformation. Storing crucial documents on cloud is the way to keep them safer.

Mr. Prashant Shukla, National Technology Officer, Microsoft India, states in the favour of digital India and prescribes the significance of iCloud as a better storage place for principal documents.

Objectives of Study

The paper studies about the plan inaugurated via M-government where M stands for Mobile. The government launched this plan to make the economy strong in technology. The states of India, its territories and the village areas have been targeted as the major elements under this scheme. The projects launched under the agenda and their impact on the states are key objectives of this study.

Scope of Study

The study is related to Rajasthan, “The Land of Kings”. The impacts of digitization over the state are the subject matter of study. From the launching of the plan Digital India till its adoption, what the state has faced and what actually it has enjoyed is studied through this paper. The study considers the span of a couple of years ago from now (2015 onwards).

Research Methodology

The research is analytical in nature where facts and information already available are used. They are then analysed to make a critical evaluation of the material.

Scheme Beneath Digital India Programme

- Digilocker
- Mygov.in
- SBM app
- Attendance.gov.in
- E-sign configuration

- E-hospital
- National scholarship gateway
- Digital India manifesto
- Bharat net
- Wi-Fi hotspots
- Upcoming peer group webbing
- Electronics evolution reserves

Digitisation and Blooming Rajasthan

The plan Digital India has really outstanding ideas to make every state of the country a technology hub. In this journey of making the country empowered in knowledge, innovations, and technology the state has been provided digital facilities mentioned above. The idea of digitization is on way to transform dreams in a reality. Digitisation has brought various opportunities for inclusive development. The state has secured a prestigious position of being the first state to adopt digital system. 35k nobs of E-mitra have been established alone in Rajasthan shows a significant effort of being a smarter state.

In Rajasthan the upcoming establishment and robotics core- Information and Communication Technology, “The game changer” has upgraded the scenario of the society with sky-high Internet pace. New form of interaction has been adopted in making deals and come to conclusions. The ideas of establishments or start-ups can be shaped up in the state. The state is making it easier via adopting newly arrived techniques to bring government and people together. The state is assertively performing an active role in learning and enhancing capabilities of digital India. An outright robotic environment is responsible for a transparent system. Being aided through technical giants has led it to the zenith of betterment. Approach to the Internet, information to all, E-kranti have narrowed the distance of government and its people.

Digital India Creates Placements in Rajasthan- Innumerable placement openings have come up with the plan Digital India. The posts beneath these vacancies are engineer, manager, director and more prestigious ones in the digital area. More than thousands of openings have been linked with the plan. So the project is showing a positive glimpse towards the formation of employment.

Rajasthan Villages Perceiving Digital India Dawn on Solar Power- Everyone is assessing Internet services in village areas of Rajasthan through solar towers. Although people are not having well geographical connectivity, they have an internet link up to get connected to one another. Telecom towers which are working through solar power are becoming fruitful. Schools are getting upgraded with Wi-Fi and Internet connections. Principal documents such as passport, Aadhar, and DoB certificates are now made easily through E- services shops where Internet connections are running with solar power. The initiative of utilizing solar power for Internet connectivity has various advantages. The infinite natural resource is turning fruitful for the needy and it doesn't need high power for turning on, it can work with low power as well.

Folk Music of Rajasthan has Achieved Worldwide Following- Bright talents of the land of kings were slowly fading till the idea of digitization didn't arrive. The golden voices, fascinating arts and bright ideas of keeping the culture alive were appearing to vanish till people from Rajasthan were strangers to the idea

of Digital India. The adoption of upgraded technology via people who really want to save culture and precious heritage has supported the preservation of the unique culture. Through one touch the whole world can get the chance to hear, see and admire it. The artisans from renowned schools have saved the culture by sending it worldwide through internet. It has not only increased the numbers of admirers but has opened opportunities for greater accomplishments.

Modernism in the Collection of Land Records- The department of land resources had introduced the scheme Modernisation of Land Records in the year 2008. In this program records of immovable properties are to be kept in soft copies. Each state could enjoy the transparency in the system through this action. Accessing records was not easier primarily. Banking facilities became user friendly through E-banking. Crop insurance, land procurement, and agriculture subsidiaries were among the benefits under this plan. With the adoption of Digital India, this plan has grabbed a strong pace. The existing plan is more impactful and adaptable.

Ration Shops Getting Digital in Rajasthan- After launching of Digital India Plan, the provision of making ration shops completely digital has come into the existence from September 2016. In regional areas, records of purchasing would be kept in the digital form. Aadhar is a significant document for this purpose. Earlier people with no digital access, therefore couldn't get OTP. E-PDS software has been developed for assignment of food grain to the distributor shop and keeping records of the inheritor.

Digital India Plan as a Push for Pilot Banking Services in Rajasthan- Unfriendly bank services are found mostly in rural areas. Moreover, the villagers do not have access to banks nor have accounts. Through schemes like Digital India, technology companies are taking initiatives for making it easier for people to create their accounts with the help of their unique identity number in a paperless manner. The well-known mobile network "Airtel" has started working in the field. Online payment and deposit transactions are part and parcel of this service. One can go cashless by having an access to account. Money transfer, insurance facilities are also a part of it. Customers will be having their mobile numbers as account numbers.

Digital Literacy Mission in Rajasthan- People are being taught about digitization with the mission of making their lives much easier. 52.5 lakh people are being trained for this in two phases, in phase one people would be taught by government and in phase two industries will provide training regarding this. Digital literacy will improve the knowledge of individuals and groups combined. Computer literacy courses offered under this plan will empower the people and bring fruitful results.

Hurdles in the Plan

After getting into the details of various plans, their adoptions and usefulness, another questions arises "What is the reaction of the rural people have they understood the strategy of the government? are they happily adopting the changes? Or are they criticising it..." While the government is planning towards a huge step for a resurgent nation with the upliftment of common towns people residing therein, people are not really contented with the plan as they are not educated and the small amount of people who work, lack literacy. Common man considers this step as a nuisance because they are not able to understand the plan. How will they be digitised when they are not educated enough? Although the plan has a great vision

behind it yet everything should be pre-planned. As western countries began to get digitized they were taught well enough before any new acquisition. Another reason might be the consciousness of people in the wilt, which is seen on a very low scale in India. People who are not conceptually ready to acquire these alterations should be well persuaded before implementing such a game-changing idea. The plan never went wrong, only the conceptualisation implantation with the spread of digital literacy more & more people will start welcoming digitisation “The dessert will start blooming.” So, it should be understood that the plan has a lot for the state to give; it has brought the openings for wilted dessert as the marvellous beginning.

“Digital India is the destiny of India where dessert will bloom and won’t wilt”

Conclusion

Then Chief Minister, Vasundhara Raje had said, what was quite impossible to achieve a decade ago has been turned easy due to this approach. The dream of making India a smarter India is on its way to turn into reality. It is evident that technology and its adoption can create a better society. Technology is essential for evolution. PM Modi has created M-government, which has linked up the country and its individuals. Internet gives the platform for quick connections with each other. Setting a digital network is the basic idea of this plan. The plan has a strategy for bridging gaps and spreading technical knowledge. Rajasthan has adopted this route for framing each government action in a crystal clear manner. It’s not just the adoption of digital programs, but educating people about the technology that will make a difference. Central projects have been kept in the eyes for making the state a heart of technology. Townspeople are being served via various services just with a click. E-sign configuration gives the authentication to any transaction made, which is really easy and flexible. E-governance has the central idea of promoting government actions, standard of people and improved workings of government departments. Bhamashah yojna being a strong part of it gives the right to women to administrate. It provides monetary liberty to women, where money can be transferred straight to the heir. Digitization has really brought a stunning change in the economy. Raj Sampark: a new idea of Indian government provides the facility to register complains online. Other then these principal services, people can also book a ticket online now. E-procurement a new avtar of the tender world, where bids can be submitted online, providing applicants the latest updates relating to tenders and dates of opening and closing of the bid. Raj Mandi: which is helpful for people to know the latest rates of vegetables and other eating stuff. This plays an important role for the benefit of farmers and traders. Digital India is making village smarter and empowered. All that people of the nation need to support and trust the administration for a bright tomorrow.

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STRUCTURAL TRANSFORMATION AND GROWTH PATTERN IN INDIA

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Abstract

In recent years, inclusive development is the thrust area of International bodies like United Nations, the World Bank (WB) and the Asian Development Bank (ADB). On the basis of eight Millennium Development Goals, the ADB has worked out strategies for inclusive growth of developing Asian countries. With an accelerated economic growth rate, Indian policy makers too shifted their focus on inclusive growth and development while formulating the 11th Five Year Plan. Thus, the Plan targeted deprived sections of the Indian population. The aim of the paper is to assess how far the 11th Five Year Plan succeeded in bringing inclusive growth in India. Attempts are made here to evaluate various flagship programmes covering sectors like education, health, employment, rural-urban infrastructure, women and child development and social security measures against the backdrop of the Plan. Efforts are also made to evaluate specific schemes on the basis of their targets and achievements.

Keywords : *Mllianium Development Goals, Flagship Programmes, Inclusive Development*

Introduction

As we know, the pace of transition of Indian economy from an agricultural economy to an industrial one was quite slow since 1951. It was in the decade of the eighties when the economy emerged from the phase of slow growth rate and deceleration. Finally, a major shift in the macroeconomic policies in the decade of the nineties accelerated the pace of the structural transformation of Indian economy. In recent years, Indian economy has undergone a major structural shift with economic growth becoming more vulnerable to the performance of industrial and service sectors and less to the performance of the agricultural sector. The strategies of inclusive growth and development came into the limelight in the developmental policies of emerging market economies (EMEs), with higher economic growth rates. Most Asian countries have experienced higher growth rates in the past two decades. It is interesting to note that this economic growth has bypassed the poor sections of society. The growth has been uneven and often accompanied by income inequality and this gap between rich and poor leads to unbalanced social development. This often deoxidizes the impact of economic growth. Hence, reducing inequality becomes a major concern of developmental policies and this garmented the concept of inclusive growth. The Asian Development Bank (ADB) instructed a group of eminent persons to develop a strategy for inclusive growth. This group recommended that a focus should shift from pro-poor growth to inclusive growth. (Stephan, 2010).

If the structural changes and inclusive growth are sustainable and broad-based then the country would be on the path of the inclusive development. It is important to note that growth differs from development in the long term. Inclusive growth is necessary but not a sufficient condition for inclusive development. Growth can be spontaneous and reversible. Development is achieved through deliberate measures and is irreversible. Growth is concerned about the economic dimensions of the economy whereas development is a socioeconomic phenomenon. Thus, development is a broader concept as it involves growth. Therefore, it is essential for any country that every section of its society should contribute to the economic growth. At the same time the benefits of the growth should reach all sections of the society. On this ground, the objective of this paper is to study the structural changes and assess India's performance.

Concept and Dimensions

Although Asian countries experienced higher growth rates with reduced poverty ratios, it resulted in discrepancies among rich and poor as growth failed to reach the grass root level. Economic growth should necessarily be inclusive from the ethical considerations of equity and fairness, for social peace and to avoid civil unrest. According to the ADB literature (Son and Ali 2007a, Zhuang and Ali 2007b), there is no agreed-upon and common definition of inclusive development. The concept, however, is often referred to as growth coupled with equal opportunities. Inclusive growth emphasizes that economic opportunities created by growth should be available to all, particularly to the poor, to the maximum extent possible. A Commission on Growth and Development (WB, 2008) set up by the WB defines inclusiveness as a concept that encompasses equity, equality of opportunity and protection in the market and employment transition. Lundstrom and Lanchovichina (2009) observe that the growth is often used interchangeably with other terms, including broad-based growth, shared growth, and pro-poor growth. For growth to be sustainable in the long run, it should be broad-based across sectors and inclusive of the large part of the country's labour force. This definition of inclusive growth implies a direct link between macro and micro determinants of growth. Inclusive growth is about raising the pace of growth and enlarging the size of the economy while leveling the playing field for investment and increasing productive employment opportunities. According to Stephan (2010), inclusive growth is a broad term. It extends beyond people below the poverty line. As per outcomes, inclusive growth is not the same as pro-poor growth. Pro-poor growth approach concentrates on measuring the impact of growth on poverty reduction by implementing various poverty alleviation measures whereas inclusive growth focuses on both the pace and pattern of growth with productive employment rather than income distribution. In other words, pro-poor growth targets people below the poverty line, while inclusive growth is arguably more general as it wants growth to benefit all strata of society. From the literature of ADB, it is evident that the concept of inclusive growth has three broad dimensions viz., economic, social and institutional. In 2008, the ADB adopted inclusive economic growth as one of its three critical strategic agendas in Strategy 2020. Under this, it will support regional inclusive growth through financing, policy advice, knowledge solutions, technical assistance and capacity building, with special focus on building infrastructure, providing basic public services such as water, sanitation and education, developing the 'financial sector and fostering financial inclusion, and enhancing food security. The ADB formulated three policy pillars on the basis of the three dimensions for the achievement of inclusive growth as below.

Social

This covers the social dimension of inclusive growth. Social safety nets are basically to protect chronically poor and vulnerable sections of society. They cater to basic needs of people who cannot participate in and benefit from emerging opportunities created by growth. It not only protects them from ill-health but also from extreme deprivation. It takes forms of labour market policies and programmes, social insurance programmes, child protection, social assistance and welfare schemes. All these three dimensions must be supported by good governance and strong institutions as it forms a foundation where all members of the society can benefit from and contribute to the growth process.

Institutional

Social inclusion ensures that all sections of society have equal opportunities. To grab these opportunities, human capabilities should be enhanced, especially from marginalized and disadvantaged sections. Thus, providing access to education, basic health and infrastructure facilities becomes an integral part of the social upliftment of the people. Promoting social inclusion requires public interventions in two areas as below:

- Investing in education, health and other social services to expand human capacities
- Promoting good policy and sound institutions to advance social and economic justice.

Economic

High and sustained economic growth, an economic dimension, is a necessary condition for inclusive growth though not sufficient. It is the key to create productive and decent employment opportunities to absorb the surplus labour force. It creates resources for government to invest in education, health, infrastructure, social protection, and safety nets. The ADB strategies for low-income developing Asian countries for the attainment of high and sustainable growth are:

- Transforming rural and agriculture dominated economies into highly productive agricultural industrial and service sectors.
- High integration with their regional counterparts.
- Exploring the potential for market integration.
- Investment in physical infrastructure, human capital and skills.
- Efforts for improving the business environment.

Indian Experience

The inclusive approach is not a new concept in India as Indian development strategies relied on the socialistic pattern of society through economic growth with self reliance, social justice and alleviation of poverty. However, in 2007, India moved to a new strategy focusing on higher economic growth, making it more inclusive. As the economy achieved 5 percent growth rate p.a., the policy makers were anxious about the inclusive growth. As a result, the primary objective of the 11th Five Year Plan was to achieve inclusive growth with development. Indian economy entered into the 11th Plan period with an impressive record of economic growth at the end of the 10th Plan. A major weakness of the economy is that the

growth is not sufficiently inclusive because it does not cover many groups. Gender inequality persists in India and has an adverse impact on women. The percentage of people living below the poverty line has decreased but the rate of decline in poverty was at a slower pace than the GDP growth rate. Besides, human development indicators such as literacy, education, health, maternal and infant mortality rates have shown steady improvement but with sluggish rates. Due to this, India is still lagging behind several other EMEs. In order to assess the performance of the 11th Plan, the paper uses the Economic Survey of India (GOI, 2012) as the major data source. The targeted GDP growth rate was 9 percent in the 11th plan. However, due to global financial crisis, high inflation rates and economic slowdown, Indian economy has attained a GDP growth rate of 6.9 percent for the year 2011-12. However, the following Table clearly depicts that the target has not been achieved for most of the sectors.

Table 1
Economic Indicators of India

(Percent)

Sector	Target	2007-08	2008-09	2009-10	2010-11	2011-12
GDP at Factor Cost	9.0	9.3	6.7	8.4	8.4	6.9
Agriculture Sector	4.0	5.8	0.1	1.0	7.0	2.5
Industry Sector	9.8	8.3	4.1	7.3	5.9	3.7
Service Sector	N.A.	9.9	10.7	10.6	8.7	8.7

Flagship Programmes

The development of rural India is imperative for inclusive and equitable growth and to unlock the huge potential of the population that is presently trapped in poverty with its associated deprivations. The government has realised the role of infrastructure in the poverty reduction. Thus, various programmes were formulated and implemented by the Government of India for the construction of rural infrastructure. One of these was the Bharat Nirman Programme, introduced in 2005, including six components such as irrigation, drinking water, electrification, roads, housing and rural telephony.

Bharat Nirman (BN)

The BN Yojana is considered a milestone in the economic reform process of the Indian economy. It aims to create a suitable environment for the development of rural India by providing rural infrastructure. Various schemes have been introduced based on the six components as below.

Pradhan Mantri Gram Sadak Yojana (PMGSY)

This scheme was launched on 25th December, 2000, as a centrally-sponsored scheme, later included in BN. The criterion to provide road connectivity was revised and habitations with population of 1000 persons and above in the plains and 500 and above in hilly and tribal areas were eligible under this scheme.

Indira Gandhi Awas Yojana (IAY)

One of the flagship schemes of the Ministry of Rural Development is to provide houses to the rural poor. Initially it was launched during 1985-86 as a sub-scheme of the Rural Landless Employment Guarantee Programme (RLEGP). Since 1996 it has been operating as an independent scheme and was made one of the components of the BN in 2005. The purpose of the scheme is to provide financial assistance to some of the weakest sections of the society for upgrading or constructing houses for their personal living. The vision of the government is to replace all kutcha houses from Indian villages by 2017. The objective of this scheme was to help in the construction or up gradation of dwelling units in rural areas by providing them lump-sum financial assistance. The members of SC/ST, freed bonded labourers, minorities in the BPL category and other BPL non-SC/ST rural households were eligible for this scheme. The unit assistance provided for the construction of a dwelling unit under IAY has been revised with effect from 1st April, 2010, from Rs. 35,000 to Rs. 45,000 for plain areas and from Rs. 38,500 to Rs. 48,500 for hilly and difficult areas.

National Rural Drinking Water Programme (NRDWP)

To achieve inclusive development and growth, the 11th Plan has emphasized the problem of availability and poor quality of water. In order to tackle these issues, the rural water supply programme and guidelines have been revised from 1st April, 2009, as the NRDWP. Enhanced access to safe and adequate drinking water is a key to improve public health and, thereby, economic productivity. The goal of this policy was to provide every rural person with adequate safe water for drinking, cooking and other basic domestic needs on a sustainable basis.

Accelerated Irrigation Benefit Programme (AIBP)

It was launched in 1996-97 with the aim of providing financial assistance to the irrigation projects which were incomplete. The goal was to extend loan assistance to complete some of the incomplete major or medium irrigation projects at an advanced level of completion and to create additional irrigation potential in the country. An additional irrigation potential of 5.44 million hectares has been created through major/medium irrigation projects through this scheme (GOI, 2012c).

Rajiv Gandhi Grameen Vidyutikaran Yojana (RGGVY)

The RGGVY has been launched in April, 2005. It aims to electrify all villages and habitations, providing them access to all rural households and providing connections to BPL families free of charge. The Rural Electrification Corporation Ltd. is the nodal agency for this programme. The BN target for RGGVY was to electrify 1 lakh villages and to provide free electricity connections to 175 lakh BPL households by March, 2012 which was achieved by 31st December, 2011 (GOI, 2012d).

Rural Telephony

The system of communication through telecom is one of the very important tools to bring development to rural areas. The Government of India focused on rural connectivity with the aim of providing information

of value and transacting business as well as improve their quality of life and to bridge the rural-urban divide. Thus, rural telephony has been considered as one of the six components of the BN. Under BN it was targeted to provide Village Public Telephones (VPTs) to 66,822 uncovered villages. The aggregate number of VPTs to be provided by the BSNL under BN was 62,302 till March, 2010. The recent growth of Indian telecom has encouraged the other infrastructural sectors in India and has become a benchmark for them (GOI, 2010a).

National Rural Employment Guarantee Programme (NREGP)

The NREGP has been enacted to reinforce the commitment towards livelihood security in rural areas. The Act was passed on 7th September, 2005. It creates a rights-based framework for wage employment programmes and makes the government legally bound to provide employment to those who seek it. The objective of the NREGP is to enhance the livelihood security of the people in the rural areas by guaranteeing 100 days of wage employment in a Financial year to a rural household whose members volunteer to do unskilled manual work. The Act further aims at creating durable assets and strengthening the livelihood resource base of the rural poor. It is one of the main planks of rapid poverty reduction in the 11th Plan. Starting with 200 districts across the country in Phase-I during 2005-06, NREGP was extended to an additional 130 districts in Phase-II during 2007-08. From 1st April, 2008 onwards, the Act covered the whole of rural India.

Swarn Jayanti Gram Swarozgar Yojana (SGSY)

It was launched in April, 1999 after restructuring the Integrated Rural Development Programme (IRDP) and allied programmes. It is to generate self-employment among the rural poor. The objective of the SGSY is to bring the assisted swarozgaris above the poverty line by providing income-generating assets through bank credit and government subsidies. Recently, SGSY has been restructured as the National Rural Livelihoods Mission (NRLM). It aims at reducing poverty by enabling poor households to access gainful self-employment and skilled wage employment opportunities.

Swarna Jayanti Shahari Rozgar Yojana (SJSRY)

In 2009, SJSRY was revamped to provide gainful employment to the urban unemployed and underemployed poor by encouraging the setting up of self-employment ventures and also by providing wage employment and utilizing their labour for construction of socially and economically useful public assets. During 2008-09, the assisted number of urban poor to set up individual/group micro enterprises were 9,47,390 whereas 14,84,209 urban poor were imparted skill training under SJSRY.

National Rural Health Mission (NRHM)

The main aim of NRHM is to provide accessible, affordable, accountable, effective and reliable primary health care, especially to the poor and vulnerable sections of the society. It also aims at bridging the gap in rural health care through creation of a cadre of accredited social health activists and improve hospital care, decentralization of programmes to the district level to improve intra- and inter-sectoral convergence and effective utilization of resources. Currently, it is implemented in 18 States with poor health infrastructure.

The NRHM aims to provide an overarching umbrella to the existing programmes of health and family welfare. The sub-centres, Primary Health Centres (PHCs) and Community Health Centres (CHCs) have been revitalized through better human resource management. With AYUSH (Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homoeopathy) the mission also aims at addressing sector-wide health through sanitation and hygiene, nutrition and safe drinking water as basic determinants of good health.

Social Protection Programmes

- With the view to encourage inclusive growth, the government has ensured a minimum level of social protection to workers in the unorganized sector by introducing the following schemes :
- Aam Admi Bima Yojana (AABY) launched in October, 2007 to provide insurance benefits to rural landless households.
- Janashree Bima Yojana (JBY) provided life insurance protection to rural and urban BPL families. During 2010-11, a total of 209 lakh lives were covered under the JBY.
- Rashtriya Swasthya Bima Yojana (RSBY) introduced on 1st October, 2007 with the aim of providing a smart card based cashless health insurance cover of Rs. 30,000 per family per annum to BPL families in the unorganized sector.
- National Social Security Fund, with Rs. 1000 crore for the unorganized sector workers, has been set up to support schemes for weavers, toddy tappers, rickshaw pullers, bidi workers etc.

Urban Infrastructure, Housing and Sanitation

Some of the initiatives of the central government to provide better urban infrastructure, housing and sanitation facilities are as follows :

Jawaharlal Nehru National Urban Renewal Mission (JNNURM)

Basic Services to the Urban Poor (BSUP) and the Integrated Housing and Slum Development Programme (IHSDP) are two programmes devoted to provide shelter and basic services to poor under JNNURM. BSUP covered 65 selected cities in all states whereas IHSDP covered other cities and towns in all states/UTs except Lakshadweep. Under this, more than 15.7 lakh houses have been approved out of which 5.69 lakh houses have been completed and 3.80 lakh occupied.

Rajiv Awas Yojana (RAY)

The aim of RAY is to provide support for shelter and re-development and creation of affordable housing stock to states that are willing to assign property rights to slum dwellers. It is being implemented in two phases: first, on 2011-13 and the latter in 2013-17 the period of the 12th Plan. Under RAY, a Slum Free City Planning Scheme has been implemented and Credit Risk Guarantee Fund for low income housing has been established to administer and oversee the operations of the scheme. Moreover, various other schemes such as Affordable Housing in Partnership (AHIP), Interest Subsidy Scheme for housing of the Urban Poor (ISHUP) and Integrated Low Cost Sanitation Scheme (ILCS) have been implemented.

Women and Child Development

Various schemes have been introduced by the government to uplift women and children.

Integrated Child Development Services (ICDS)

The scheme is a child-focused intervention to address the inter-related needs of young children, pregnant and lactating mothers. The ultimate objective of the scheme is to reduce the incidence of mortality, morbidity, malnutrition and school dropouts. It aims at enhancing the capability of the mother and family to look after the health, nutritional and developmental needs of the child. It also aims for the promotion of health and nutritional requirements of children up to six years and expectant and nursing mothers. ICDS offers the following services: supplementary nutrition, immunization, health checkups, referral services, pre-school non-formal education and nutrition and health education. All these services are provided through a package system. The ICDS would be one of the major steps for achieving the following goals:

- Raising the sex ratio of the girl child in the age group of 0-6 years from 927 in 2001 to 935 by 2011-12 and to 950 by 2016
- Reducing IMR to 28 and maternal mortality ratio to 1 per 1000 live births
- Reducing malnutrition among children of the age group of 0-3 years to half its present level and anemia among women and girls by 50 percent by the end of the 11th Plan

Rajiv Gandhi Scheme for Empowerment of Adolescent Girls or SABLA (RGSEAG)

The scheme was launched in November, 2010 with the objective of empowering adolescent girls in the age group of 11-18 by improving their nutritional health status and upgrading their skills. Kishori Shakti Yojana (KSY) and Nutrition Programme for Adolescent Girls (NPAG) are merged in RGSEAG. Anganwadis are focal points in delivering services.

Rajiv Gandhi National Creche Scheme for Children of Working Mothers

It provides supplementary nutrition, emergency medical facilities to 0-6 year-old children of working mothers provided their monthly family income is not more than Rs. 12,000. It includes supplementary nutrition, health care inputs like immunization, polio drops, basic health monitoring and recreation. In the year 2010-11, functional creches under this scheme were 22,599 whereas beneficiary children were 5,64,975. In the last fiscal year functional creches climbed to 23,784 and benefitted children were 5,94,625. A part from the above stated schemes many other small schemes have been launched as per the needs of the time namely, Integrated Child Protection Scheme (ICPS), Support to Training and Employment Programme for Women (STEP), Dhanalaxmi, Ujjawala, Swadhar Greh Scheme, National Commission for Protection of Child Rights (NCPCR), National Mission for Empowerment of Women (NMEW), Rashtriya Mahila Kosh (RMK).

Sarva Shiksha Abhiyan (SSA)

SSA is the principal programme for universalisation of elementary education. SSA aimed at providing useful and relevant elementary education for all children in the age group of 6-14 years by 2010. Besides

focusing on elementary education of satisfactory quality, the other significant objective is to bridge social, regional and gender gaps with the active participation of the community in the management of schools. With an emphasis on education for life, SSA successfully ensured universal access to primary education.

Mid-Day Meal (MDM)

The MDM scheme, launched in 1995, aims to give a boost to primary education by increasing enrolment, retention, attendance and simultaneously impacting upon the nutritional status of students in primary classes. The scheme, revised in June, 2006, provides for 450 calories, 12 gm of protein and adequate quantities of micronutrients such as iron, folic acid and vitamin A to children. The cooking cost has been enhanced to Rs 2.00 per child per school day. The benefitted children under MDM increased from 970 lakh in 2007-08 to 1046 lakh in 2011-12.

Total Sanitation Campaign (TSC)

As per the 11th plan the objective of TSC was attaining 100 percent sanitation coverage in terms of households, schools and Anganwadis toilets and also providing hygiene education to the people. Funds are also granted for Nirmal Gram Puraskar which accelerated the pace of implementation of TSC and helped in sustainability and maintenance of the sanitation programme. The physical target for the Plan is to cover 69 million households, 25769 sanitary complexes, 133114 Anganwadis.

Financial Inclusion in India

Financial inclusion is an important tool for inclusive growth which ensures equal opportunity for all. The focus of financial inclusion is to facilitate a wide range of financial products and services to underprivileged sections at affordable costs. As far as India is concerned, the growth potential in the SMEs sector is enormous. But limited access to savings, loan, insurance and remittances are their major constraints to growth. Financial inclusion provides access to payments and insurance to this sector. Marginal farmers, landless labours, self employed in the unorganized sector, urban slum dwellers, migrants, ethnic minorities, women and socially excluded groups are often excluded from the formal credit system. Lack of awareness, low income, social exclusion, illiteracy, distance from bank branches, branch timings, higher transaction costs, easy availability of informal credit are important causes for financial exclusion. In order to bring the majority of the Indian excluded population within the ambit of the formal financial system, the RBI has started to reform basic banking functions. Following are the notable developments in India during last decade:

- In November, 2005 the RBI asked banks to offer a basic banking 'no-frills' account with zero minimum balances
- Banks were asked to introduce a General Purpose Credit Card (GPCC) facility up to Rs. 25,000.
- Simple 'Know Your Customer' (KYC) procedure for opening accounts
- Use of Information Technology : Banks have been urged to scale up IT initiatives for speedy financial inclusion while ensuring that solutions are highly secure, amenable to audit and follow widely-accepted open standards to ensure eventual inter-operability among the different systems.
- Electronic Benefit Transfer (EBT) through Banks : This is to encourage banks to enhance their outreach by Information and Communication Technology (ICT) solutions. Under this scheme, the

RBI reimburses the banks a part of the cost of opening accounts with biometric access/smart cards at the rate of Rs.50 per account

- Business Correspondent (BC) Model: The BC Model ensures a closer relationship between poor people and the organized financial system. In 2006, the RBI permitted banks to use the services of non-governmental organizations, microfinance institutions, retired bank employees; ex-servicemen, retired government employees, Section 25 companies and other civil society organizations as business correspondents in providing financial and banking services
- Bank Branch and ATM Expansion Liberalized: The RBI has totally freed the location of ATMs from prior authorization
- Financial Literacy and Credit Counselling: The RBI has advised the convener bank of each State Level Bankers Committee (SLBC) to set up a financial literacy-cum-counselling centre in any one district on a pilot basis. These centers are expected to provide free financial education to people in rural and urban areas on the various financial products and services. The RBI also initiated the Project of Financial Literacy because financial illiteracy is a major cause of financial exclusion

Conclusions

In conclusion, there are several issues discussed in structural changes and inclusive growth scenario of India as above. The progress of inclusiveness is more difficult to assess as it is a multi-dimensional concept. However, its result should be lower incidence of poverty, increased access to education, health and reflected in better employment opportunities with an improvement in basic amenities. As far as India is concerned, although available parameters depicted improvement, effectiveness of implementation differs from state to state. The rate of change of these marked improvements is much lower than required to achieve desired targets. Most of the schemes have some drawbacks due to administrative inefficiencies and corruption. Therefore, the agenda for the 12th Plan is being resolved as faster Sustainable and More Inclusive Growth. To achieve desired targets, the Indian government also needs to concentrate on agriculture and allied activities, research and development, infrastructural development and effective implementation of anti-poverty programmes. Similarly, more stress has to be given to microfinance through which remarkable empowerment of women is taking place. More concrete actions are required for major health concerns such as nutrition, drinking water, sanitation facilities etc. Moreover, qualitative employment in the manufacturing sector is also one of the major areas of interest which has to be concentrated on. Nevertheless, good governance is a base for inclusive development without which nothing can be worked out. Efficient, tough decision makers and corruption-free government is the key to unlock inclusive growth and development.

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HERZBERG'S JOB SATISFACTION THEORY : COMPARATIVE ANALYSIS OF PUBLIC AND PRIVATE SECTOR BANKS

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Abstract

The present study attempts to evaluate job satisfaction among public and private sector bank employees in Jaipur city. This study acts as an eye opener regarding the current HR practices pertaining to job satisfaction of employees in the Indian banking industry. A questionnaire containing 26 items related to intrinsic and extrinsic factors was administered over 100 public and private bank employees. To ascertain the degree of reliability of the instrument administered, statistical measures such as Cronbach's alpha and Guttman split-half coefficients have been used. The data is collected from four commercial banks in all, taking two from the public sector namely Bank of Baroda and SBI and two from the private sector namely HSBC and ICICI. An independent-sample t-test is calculated to test the mean differences regarding the two factors contributing to job satisfaction. Levene's test has been used to analyze the equality of variance in the two groups. The results of the study suggest that the public and private sector employees, both have the same job satisfaction with respect to intrinsic and extrinsic factors of job satisfaction, as proposed in Herzberg's two-factor theory. These findings contradict the pre-conceived notion that public sector bank employees are more satisfied with their jobs as compared to private sector bank employees. This indicates that HR practices leading to job satisfaction are more or less consistent in both public and private sector banks.

Keywords: *Job Satisfaction, Herzberg's Two-factor Theory, Intrinsic Factors, Extrinsic Factors, Public Bank, Private Bank*

Introduction

Herzberg et al. (1957) have truly quoted that, "The satisfied worker is, in general, a more flexible, better-adjusted person who has come from a superior family environment, or who has the capacity to overcome

the effects of an inferior environment. He is realistic about his own situation and about his goals. The worker dissatisfied with his/her job, in contrast, is often rigid, inflexible, unrealistic in his choice of goals, unable to overcome environmental obstacles, generally unhappy and dissatisfied.”

Job satisfaction and factors underlying job satisfaction are the areas of keen interest to various psychologists. A remarkable contribution to this field in explaining the motivation to work was promoted by Herzberg et.al (1959). Herzberg propounded “the two-factor theory- also called motivation-hygiene theory”. Hygiene or extrinsic factors are characterized by the conditions pertaining to the job such as job security, pay, working conditions, supervisor support, company policies and relations with subordinates. On the other hand, motivation or intrinsic factors are characterized by the factors related with the work itself or with the results directly consequent from it such as recognition, responsibility, independence, growth opportunities, and achievement. According to Herzberg, intrinsic factors lead to job satisfaction, whereas extrinsic factors contribute to job dissatisfaction.

Brooke et al. (1988) described “job satisfaction as an encouraging feeling concerning a job, ensuing from an assessment of its characteristics. An employee who presents a high level of job satisfaction holds affirmative feelings about his or her job, while a dissatisfied person holds negative feelings”. Pestonjee and Mishra (1999) advocated that “job satisfaction refers to a set of attitudes that employees have about their jobs. It is the disposition of people towards their jobs and this involves numerous attitudes or feelings”. It is to be noted that the above definitions of job satisfaction represent different perspectives of the past researchers about the construct. According to Luthans(1992), five dimensions of job satisfaction- wage, working conditions of individuals, quality of the job, working trends and management policies can be considered. Baack (1991) elucidates that job satisfaction has a number of facets, of these components satisfaction with supervision, with chances of progression, and satisfaction with the job itself may be affected by the improvement and execution of company policies. Schnake(1983) also conceptualized three proportions of job satisfaction. These are social, intrinsic, and extrinsic aspects. In the present study, job satisfaction is considered to be the sum of intrinsic factors and extrinsic factors. The basis for the study is taken as per the two-factor theory propounded by Herzberg.

Literature Review

Rao and Rao (1973) empirically investigated the two-factor theory of job satisfaction. The results of the study revealed that motivational and hygiene factors were not mutually exclusive variables and their effects were not unidirectional. Both factors contributed to overall satisfaction. As far as satisfaction aspect is concerned the motivator-hygiene dichotomy could not find support in their study. The results also signified that some job factors could be considered as motivators and hygienes while some other factors have mixed elements of both. Motivators contributed more than hygienes for satisfied subjects as well as for dissatisfied subjects.

Babin and Boles (1996) addressed the significance of compassionate work environment and its impact on work-related perceptions and attitudes of the employees. The paper also empirically tested a theoretical model of work-related perceptions and job outcomes. “The paper particularly focused on perceptions related to work involvement, supervisory support, and role conflict and role ambiguity. Also, the influence

of these attributes on job satisfaction and performance of employees were analyzed. Result of the study indicated a significant relationship between perceptions of the work environment and employee outcomes. It was reported that work involvement, support of supervisors and role stress have a significant impact on job satisfaction and performance. The positive association between performance and job satisfaction was witnessed in the results of the study.”

Autry and Daugherty (2003) analyzed the person-organization fit and job satisfaction. Also, the study aimed at understanding employees’ way of dealing with work conditions, specifically coping behaviours. Findings of the study suggested that employees who possessed more practical expectations regarding the characteristics of the company and supervisor tend to be more satisfied with the job. Also, it has been found that satisfied employees show more desirable organizational behaviour, whereas dissatisfied employees behave in a negative manner or leave the organizations. The research suggested that employees should be screened for person-organization fit for various positions in the organization.

Brown and Lam (2008) reported the association between employee job satisfaction and customer satisfaction. The researchers conducted a meta-analysis to explore this relationship. For this purpose, researchers included past studies which correlated customer data and employee data. Results of the study indicated a strong positive correlation between the two variables. Also, path analytical model depicted that the perceived service quality mediates the affiliation between employee satisfaction and customer satisfaction.”

Hong and Waheed (2011) examined the attributes of a job that motivated the workforce and the level of job satisfaction of salespersons in the retail industry, using Herzberg’s theory. Findings of the study suggested that the job environment was the most important motivating and satisfying factor in the Malaysian retail context. Further, company policy, compensation, and recognition were other important factors that lead to job satisfaction and motivation. Overall results indicated that motivators were dominated by hygiene factors in ascertaining job satisfaction

Danish (2010) studied the impact of rewards and recognition, and motivation on job satisfaction of the employees. The study was conducted over 220 employees in Pakistan. Findings of the study revealed that rewards and recognition significantly affect the motivation of employees. This, in turn, influences the job satisfaction of employees.

Pathak (2012) studied the association between job satisfaction and organizational stress. The data was taken from 200 private sector employees from the NCR region. Findings of the study suggested that there exists an unenthusiastic association between job satisfaction and stress of employees.

Sehgal (2012) undertook a comparative study to measure the range of job satisfaction among private sector and public sector bank employees in Shimla, India. Self-designed five points questionnaire, consisting of 17 statements, was used by the researcher to accomplish the objectives of the study. The instrument was administered over 60 bank employees, 30 taken from each bank. The sample included management staff, award staff, and office cadre bank employees. Stratified random sampling was used in the study. The results of the study indicated that no significant difference existed among the public and private sector bank employees in the level of job satisfaction.

Hossain (2012) conducted a study of over 440 commercial bank employees working in both public and private banks in Bangladesh. The results of the study designated that public sector bank employees exhibited higher job satisfaction as compared to private sector bank employees. The study indicated a significant positive correlation between job satisfaction and performance. A negative correlation was found between job satisfaction and job stress as well as the intention to quit.

Objectives of Research Work

The present study attempts to compare job satisfaction in public and private sector bank employees in Jaipur city. This study acts as an eye opener regarding the current HR practices pertaining to job satisfaction of employees in the Indian banking industry. Further, the study aims at comparative analysis of intrinsic and extrinsic factors of job satisfaction in public and private banks in Jaipur city. In order to fulfill the objectives of the present study, the following null hypotheses have been framed:

H0: there is no significant difference in job satisfaction due to intrinsic factors amongst the private and public bank employees

H1: there is no significant difference in job satisfaction due to extrinsic factors amongst the private and public bank employees

H2: there is no significant difference in job satisfaction amongst the private and public bank employees

Research Methodology

An instrument has been constructed to measure the level of job satisfaction among the bank workers. In order to construct a sound instrument, firstly, two-factor theory propounded by Herzberg, which contains the definitions of various job satisfaction factors was studied and literature review was done. Through this method, factors contributing to job satisfaction were identified. The items so identified were discussed with the expert panel comprising of industry and academic experts. A pilot study was conducted over 20 bank employees as subjects. An item pool of 50 items was prepared, following the works of Herzberg related to intrinsic and extrinsic factors of Herzberg theory. After item analysis, 26 items were selected for final job-satisfaction questionnaire based on intrinsic and extrinsic factors.

The instrument includes 15 items pertaining to extrinsic factors namely physical working conditions, availability of resources, hours of work, hygiene conditions at workplace, availability of tools & equipments, relationship with superiors, relationship with peers, salary, incentives, pay system, job security, leave policy, channel of communication, grievance handling procedure and transfer policy. Further, 11 items pertaining to intrinsic job satisfaction have been included in the instrument. These are nature of the job, intention to change career, extra responsibilities related to a job, the fulfilment of personal & professional responsibility and responsibility beyond the job description, opportunity to develop knowledge, opportunity to develop skills, opportunity for career advancement, social status, recognition and appreciation at work. Overall job satisfaction is calculated by adding the scores of all 26 items of the instrument. For each item respondent was asked to rate his/her feelings on a five-point Likert-type of scale consisting of five categories ranging from 1 (strongly disagree) to 5 (strongly agree) in which high scores represented high satisfaction.

The survey method has been adopted for the present research. The questionnaires were individually administered to the bank employees and were collected on the same day. The instrument was administered over 100 bank employees working in different public/private banks across Jaipur city. The study covers four commercial banks in all, taking two from the public sector namely Bank of Baroda and SBI and two from the private sector namely HSBC and ICICI. Non-probabilistic sampling methods- convenience and judgment were used to select the banks in the city. The respondents involve managers, officers, and clerks. To encourage the participants to share frank and free opinions, researcher assured the participants of anonymity.

To determine the degree of reliability, the researchers have used two statistical measures. These include Guttman split-half coefficient and Cronbach's. The analysis undertaken has confirmed excellent consistency and reliability of the instrument. It is to be noted that the Cronbach alpha of 0.892 and Guttman split-half coefficient of 0.89 respectively have been reported for the instrument.

Table : 1. Reliability Statistics

Cronbach's Alpha	No. of Items
.892	26

Table : 2. Reliability Statistics

Cronbach's Alpha	Part 1	Value	.799
		No. of Items	13a
	Part 2	Value	.813
		No. of Items	13b
Total No. of Items			26
Correlation Between Forms			.803
Spearman-Brown Coefficient	Equal Length		.891
	Unequal Length		.891
Guttman Split-Half Coefficient			.888

Analysis and Interpretation

An independent-sample t-test is intended to test the mean differences regarding the two factors contributing to job satisfaction. Levene's test has been used to analyze the equality of variance in the two groups.

Table : 3. Results of Independent Sample t-Test

Factors of Job Satisfaction	Levene's Test for Equality of Variances	Private Bank (n=40)		Public Bank (n=60)		t-value
	F	Mean	SD	Mean	SD	
Intrinsic	.178	44.15	6.395	44.10	4.977	
Equal variances assumed						.044
Equal variances not assumed						.042
Extrinsic	7.480*	52.20	6.398	50.13	8.154	
Equal variances assumed						1.349
Equal variances not assumed						1.416
Job Satisfaction	3.035*	96.35	12.099	94.23	12.551	
Equal variances assumed						.838
Equal variances not assumed						.844

*Levene's test is significant at *p<=0.5. T-test, *p<0.05, **p<0.01*

The findings reveal that there is no significant difference mean the difference between the two groups with respect to the two factors of job satisfaction. The resulting p-value of Levene's test in case of intrinsic factors is greater than the critical value (i.e., 0.5). Results of independent sample t-test revealed that there is no significant difference in job satisfaction of public sector and private sector bank employees. Employees express same job satisfaction with intrinsic factor (Pvt. Bank: Mean= 44.15, public bank: Mean = 44.10, t= .044, p>0.05), extrinsic factors (Pvt. Bank: Mean= 52.20, public bank: Mean = 50.13, t= 1.349, p>0.05) and overall job satisfaction (Pvt. Bank: Mean= 96.35, public bank: Mean = 94.23, t= .838, p>0.05). Based on the above observations hypothesis H0, H1 and H2 are confirmed.

The findings of the present are in congruence with the results of Sehgal (2012). On the other hand, a reverse phenomenon is reported by Hossain (2012). Hossain (2012) reported higher job satisfaction among the public sector bank employees in comparison to private sector bank employees. The findings of the current study contradict the pre-conceived notion that public sector bank employees are more satisfied with their jobs as compared to private sector bank employees. This indicates that HR practices leading to job satisfaction are more or less consistent in both public and private sector banks.

Conclusion

It can be concluded that job satisfaction, extrinsic and intrinsic factors taken into consideration do not vary significantly for the public and private sector bank employees. Hence, the results of the present study do not support the underlying assumptions of Herzberg's theory about the distinctiveness of the extrinsic and intrinsic factors. Further, no significant differences have been observed in the level of job satisfaction of public and private sector bank employees. This can be attributed to the fact that in the present era human resource practices and working environment in private and public sector banks is more or less similar. The present research work can further be extended to study job satisfaction in other sectors. Also, a comparative study of job satisfaction in other public and private sector organizations can be undertaken in light of the present study.

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E-HRM – IT FOR HR

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Abstract

With the upcoming concept of digitalization, every sector of the economy seems to be operated through electronic means. People are becoming dependent on the technical advancements reflecting that digitalization has sneaked into every aspect of our life. Since the emergence of the internet, a new era of HR termed as E-HRM has begun. To improve the efficiency and contribute to the organization's bottom line, many human resources organizations are transforming to an e-HR business model, moving traditional HR tasks, tools and processes onto inside intranets or the Internet through a portal. Organizations are seeking E-HR solutions that can help automate tasks and streamline workflow, and improve the efficiency of the workforce by providing self-service tools, training, and information. By automating processes, HR can effectively align itself with the business goals of the enterprise and focus on higher value business services and employee needs, such as training and development. This paper basically focuses on what is E-HRM, its types, implications, the role played by it and its goals.

Keywords: *E-HRM (Electronics Human Resources), Digitalization, Electronics Means*

Introduction : E-HRM – IT for HR

E-HRM can be simply defined as the application of information technology for both networking and support for managing the human resources in an organization. Fully developed E-HRM can be responsible for the data gathering tools, analysis competencies and decision support sources for HR professionals to hire, pay, promote, sack, assign, develop, appraise and reward employees in ways that completely occupy them in working on their own outcome, maximize the involvement of each employee, and sustenance in implementing the organization's strategies.

We can say that E-HRM is a way of implementing HR strategies, policies, and actions in an organization through conscious and direct support of and/or with full use of web-technology based channels. E-HRM is, in essence, the decentralization of HR functions to management and labourers. They can access these functions typically via intranet or other web technologies.

Literature Review

According to what Snell et al. (2001) about 70-75 percent of the workload is related to this type of task (What kind of task?). Regardless of the activities itself and their types, Strohmeier [2007] also considers

role such as e-learning, e-recruitment, and e-selection (these activities belong to the relational HRM) to review efficiency and abilities consequences of E-HRM.

As the highest point of Snell et al. (2001)'s triangle, these activities tend to be strategic with the same pace as the company's mission and vision. Whereas only about 5-15 percent of the time is loyal to this part, many organizations are trying to make this share bigger by minimizing the activities in the operational sector (e.g., outsourcing). Nevertheless, as Strohmeier (2007) discussed as transformational consequences of Marler and Fisher [2013] reviewed as an evidence-based approach there is no strong evidence to support this occurrence since no studies directly scrutinized the relationship between E-HRM and any kind of organizational performance count.

Types of E-HRM

E-HRM can be basically classified into three types. These are Operational, Relational and Transformational.

Operational HRM : This type of HRM includes the basic activities in the department which can be named as management tasks such as to apprehend personnel data, keeping records, payroll, company policies, procedures and so on.

Relational HRM (Transactional) : It is concerned with the supporting business processes viz. training, recruitment, selection, etc. (Business jargons)

Transformational HRM : This is the highest-level and most complex type of activity which has nothing to do with HR practice and transactions.

What are the implications of E-HRM?

1. It is used in recruitments for hiring people.
2. Employees in geographically dispersed locations can work together in virtual teams using video, email and the internet.
3. Posting jobs online and receiving the applications online.
4. Online simulations, including test, videos, and email that can measure candidates' abilities to deal with real-life business challenges.
5. Online training can connect employees anywhere and everywhere.
6. Employees can review salary and bonus details and seek information about and enroll in benefit plans.

The State of E-HRM in an Organisation

E-HRM is a concept of doing things, we cannot just ignore the fact that the use of E-HRM in an organization will lead to various transformations in organizational activities. Basically, in E-HRM subfields such as e-recruitment and e-learning, are called as early birds as they were first adopted. Classical human resources management (HRM) includes the recruitment, selection, development, compensation, retention, evaluation, and promotion of personnel within an organization, which could be mostly transferred to the

virtual world. Therefore, the HR career faces an important change with new E-HRM and virtual actions encountered in the business world. However, E-HRM has been known as the vital version of HRM.

Role of E-HRM

E-HRM has been known as its position as the vital version of HRM. E-HRM functions share an analogy with HR management functions, like planning for organizations and jobs for people, acquiring human resources, building individual and organizational performance, gratifying employees, maintaining human capital. Using E-HRM is a way of executing HR strategies, policies, and practices through technology. The E-HRM technology underpins the HR function to abide by the HR needs of the organization based on network. The technology of E-HRM provides a portal which validates managers, employees, and HR professionals to view, extract, or alter information which is mandatory for managing the HR of the organization. Moreover, with the use of E-HRM, fewer HR professionals are needed since.

E-HRM eliminates the “HR Middleman”. HR executives are computing on technology and the information it provides to help them drive decisions that will lead to a positive result of the organization as a whole. It has been pointed out that IT has the potential to reduce administrative costs, increase productivity, speed response times, magnify decision-making, and improve customer service all at the same time. Studies of HR consultants recommended that both the number of organizations acquiring E-HRM and the depth of applications within the organizations are continually increasing. IT is beginning to facilitate firms to carry great HR services.

Evaluation of E-HRM

The evaluation of E-HRM includes six driving forces addressed by the HRD departments that want to continuously increase their value while reducing costs. They are:

1. **Information technology:** The rapid growth in the field of computer hardware, software, networking, and telephony services is absolutely essential to the virtual HRM movement. It is not an accident that virtual HRM departments will become the standards in the near future. This is especially true with the increase in experience and lower costs of information age technology and automated processes.
2. **Processes re-engineering:** Strategic HRM managers are continually looking for ways to streamline and improve core business processes to make them efficient. All business processes especially those in the HRM department can be re-engineered and refined through the artful application of information technology.
3. **High-speed Management:** To be competitive, all companies must work smarter and speedily. Virtual HRM is definitely a smarter and rapid form of service delivery than traditional HRM.
4. **Networked Organizations:** Virtual HRM departments are more probably to emerge in networked organizations than in traditional and bureaucratic organizations. The expansion of information technology such as local area networks, e-mail, and corporate intranets are the trademarks of a flatter networked company. These new-wave organizations offer state-of-the-art technology and information sharing to authorize all levels of personnels.
5. **Globalization:** HRM departments must be capable of providing services to their employees anywhere on earth. Obviously, a technology-aided HRM department that is proficient at traversing the information is in the best position to support a globalized workforce.

Objectives of E-HRM

1. To offer ample, comprehensive and on-going information system about people and jobs at a decent cost
2. To supply support for future planning and also for policy formulations
3. To facilitate the monitoring of human resources demand and supply disparity
4. To automate employee-related information
5. To enable faster response to employee related services and faster HR-related decisions
6. To offer data security and personal privacy

Scope of E-HRM

1. A decisive step towards a paperless office
2. Higher pace of retrieval and processing of data
3. More compatible and higher accuracy of information/report generated
4. Quick response to answer queries
5. A higher inner profile for HR leading to better work culture
6. More transparency in the system
7. Significant reduction of the administrative burden
8. Adaptability to any client and facilitating management;
9. Integral support for the management of human resources and all other basic and support processes within the company;
10. A more dynamic workflow in the business process, productivity and employee satisfaction

Research Methodology

The research work leading to the paper is based on both systematic and ad-hoc research methods. Under orderly methods, both primary and secondary data are accessed. Under secondary data different relevant books, literature, journals, magazines, newspapers, government documents, internet, Vis-à-vis problems, and challenges have been consulted.

E-HRM Tools:

1. **Employee Profile:** E-Employee profile maintenance lies with the individual employee, the manager, and the database manager. E-Employee profile consists of Certification, Honor/Award, Membership, Education, Past Work Experience, Assignment Expertise, Capability, Employee Assignment Rules, Employee Availability, Employee Exception Hours, Employee Utilization, Employee gadgets, Job information, Sensitive Job Information, Service Details, Calendar, Calendar Administration, Employee Locator.
2. **E-Recruitment:** Today the internet has become a primary means for employers to search for job candidates and for the competitors to look for a job. As many as 100,000 recruiting websites are accessible to employers and job candidates and which post jobs and review resumes of various types. But the explosive growth of internet recruiting also means the HR professionals can be a swamp by the breadth and scope of internet recruiting.

3. **E-Recruiting Methods:** Job boards, Professional/Career, Websites, Employer Websites.
4. **E-Selection:** Most employers seem to be embracing Internet recruitment with enthusiasm, the penetration of online assessment tools such as personality assessments or ability tests, has so far been limited. A survey has shown that although more than half responder organizations already use either psychometric or other assessment during the recruitment process, only a few of these companies use online evaluation prior to the interview. Fewer still incorporate a core fit questionnaire in the recruitment pages of their websites.

Conclusion

The execution of E-HRM is a favourable time to delegate the data entry to the employee. E-HRM facilitates the usages of the HR labour market and offers more self-service to the employees. E-HRM (Electronic Human Resource Management) is the advanced business solution which furnishes complete online support in the management of all processes, activities, data, and information required to manage human resources in a modern company. It is an efficient, reliable, and easy – to use a tool, accessible to a broad group of unlike users. As per Mahisha Suramanradhini 2012, E-HRM is a process of applying Human Resources strategies, policies, and practices in organizations through conscious and directed support of and/or with the full use of web-technology-based channels. It wraps all aspects of human resource management like personnel administration, education, and training, career development, corporate organization, job descriptions, hiring process, employee's personal pages, and annual interviews with employees. Therefore E-HRM is a way of doing HRM.

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E-HRM: BEST & NEXT HR PRACTICES

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Abstract

In this Transforming Business World, technological advancements are one of the powerful driving forces. The technology and digitized business communications have enhanced & reformed various organizational activities. Like all vocations, HRM has been progressively affected by the ongoing emergence of new technologies. As a result of it, during the past few years we have witnessed the rise of Electronic Human Resource Management (E-HRM).

E-HRM is a relatively new term which is fast progressing in almost all organizations. The paper aims to describe the attitude towards E-HRM & also answer the following questions: What actually is E-HRM, what are the goals of starting with E-HRM? What are the outcomes of E-HRM? The paper also describes the transforming role of HR department from a more advising function to a more strategic line function through technological advancement & discuss whether it is a boon or bane in Today's corporate scenario.

Keywords : *Electronic Human Resource Management (E-HRM), Strategic Function*

Introduction

Worldwide, the HR profession had to respond to increased competition for globally mobile talents, changes in both workforce attitudes and composition, shifts in the employer/worker relationship and rapid advances in HR technology. Competitive business environments have compelled the organizations to think speedily to innovate and excel for their survival. Technology advancement is one of the powerful driving forces. It has reshaped the way we communicate, live, work and also the way a business is conducted. Corporations need to shift from physical technology to information technology, from capital centered economy to human centered economy, and further from conflict to cooperative working relationships.

The processing and transmission of digitalized HR information is called electronic human resource management (E-HRM). E-HRM is the application of IT for HR practices which enables easy interactions within employee and employers. It stores information regarding payroll, employee personal data, performance management, training, recruitment and strategic orientation. Information technology is changing the way HR departments handle record keeping and information sharing. It decreases the paperwork substantially and allows easy access to voluminous data. The employee can also keep track of his/her achievements without having to go through litigious procedures.

E-HRM is the new field of technology that is widely spreading in organizations around the world. It aims at transforming the HR functions into one that is paperless, more flexible and resource efficient. With the

state of IT, HRM has become more effective through the use of E-HRM technologies. E-HRM has the potential to change the way traditional HRM functions are performed. For e.g. in the analysis and design of work, employees in geographically dispersed locations can work together in virtual teams using videos, e-mail etc. Under recruitment function, job openings can be posted online, and candidates can apply for jobs online. On compensation and benefits issues, E-HRM will make it easy for employees to review salary and bonus information and seek information about bonus plans.

Review of Literature

Mary Gowan has defined Electronic Human Resource Management System (E-HRM System) as a web-based solution that takes advantage of the latest web application technology to deliver an online real-time human resource management solution. It is comprehensive but easy to use, feature-rich yet flexible enough to be tailored to your specific needs.

In the view of Michael Armstrong [2003] e-HR provides information required to manage HR processes. These may be core employee database and payroll systems but can be extended to include such systems as recruitment, e-learning, performance management and reward. The system may be web-based, enabling access to remote or online and at any time. The information provided by the e-HR process can be communicated across organizations.

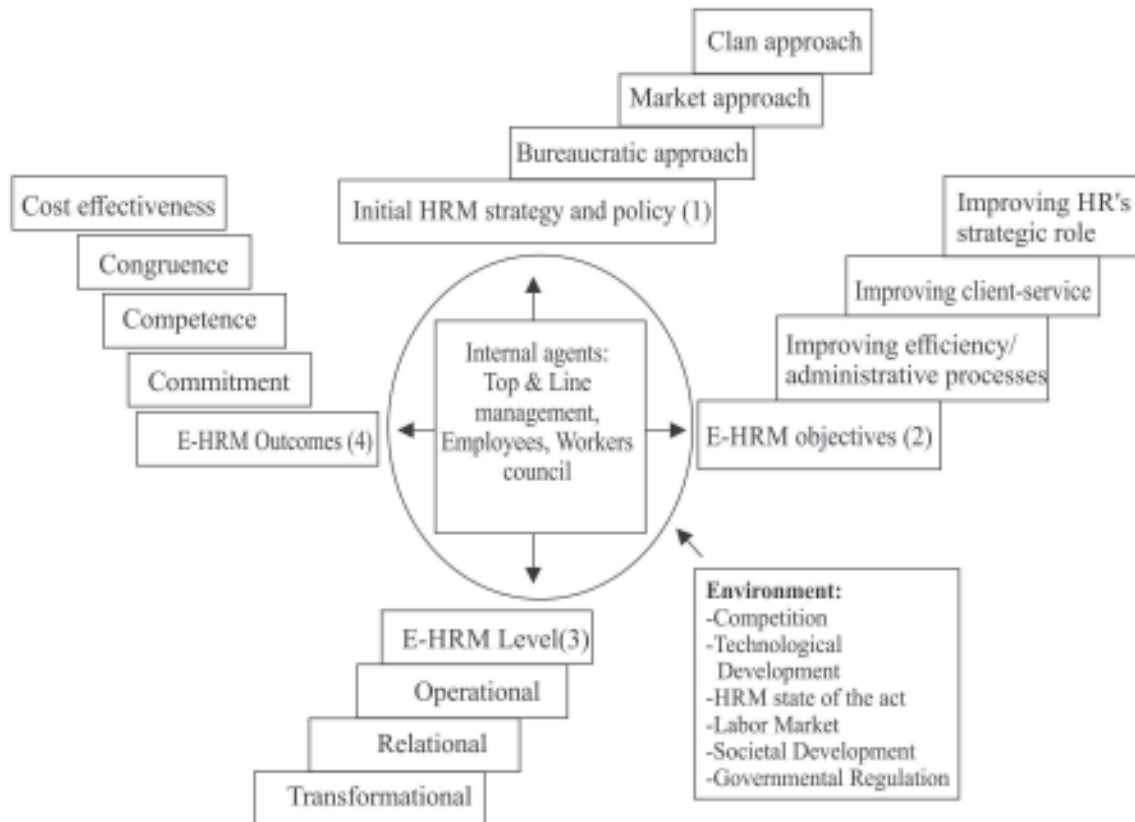
E-HRM is mediated by information technologies to help the organizations to acquire, develop, and deploy the intellectual capital. E-HRM is a good way of implementing HR strategies, policies, and practices in organizations through a continuous and direct support by full use of web-based-technology channels and networks. (Swaroop, 2012).

“An umbrella term covering all possible integration mechanisms & contents between HRM & Information Technologies aiming at creating value within & across organizations for targeted employees & management.”

Electronic Human Resource Management (E-HRM) is assumed to be a driving force behind HRM value creation (Ruël & van der Kaap, 2012). This definition suggests the integration of four aspects (Bondarouk & Ruël 2009) :

1. **Content of E-HRM** : Focuses on the type of HR practices and IT use, and the correspondence between them.
2. **Implementation of E-HRM** : Focuses on the process of adoption and appropriation of E-HRM by organization's members.
3. **Targeted Employees and Managers** : Focuses on specific stakeholder groups. As the modern HR organization exceeds both the HR department, and even the whole organization, a new approach needs to focus on line-management and employees that are actively involved in using E-HRM applications.
4. **E-HRM Consequence** : A multilevel perspective viewing E-HRM value creation as 'subjectively realized by a target user who is the focus of value creation.

Fig 1: Proposed Model of E-HRM by Ruël (2004)



In the figure the E-HRM model which was evaluated in five big companies proposed by Ruël (2004) is illustrated.

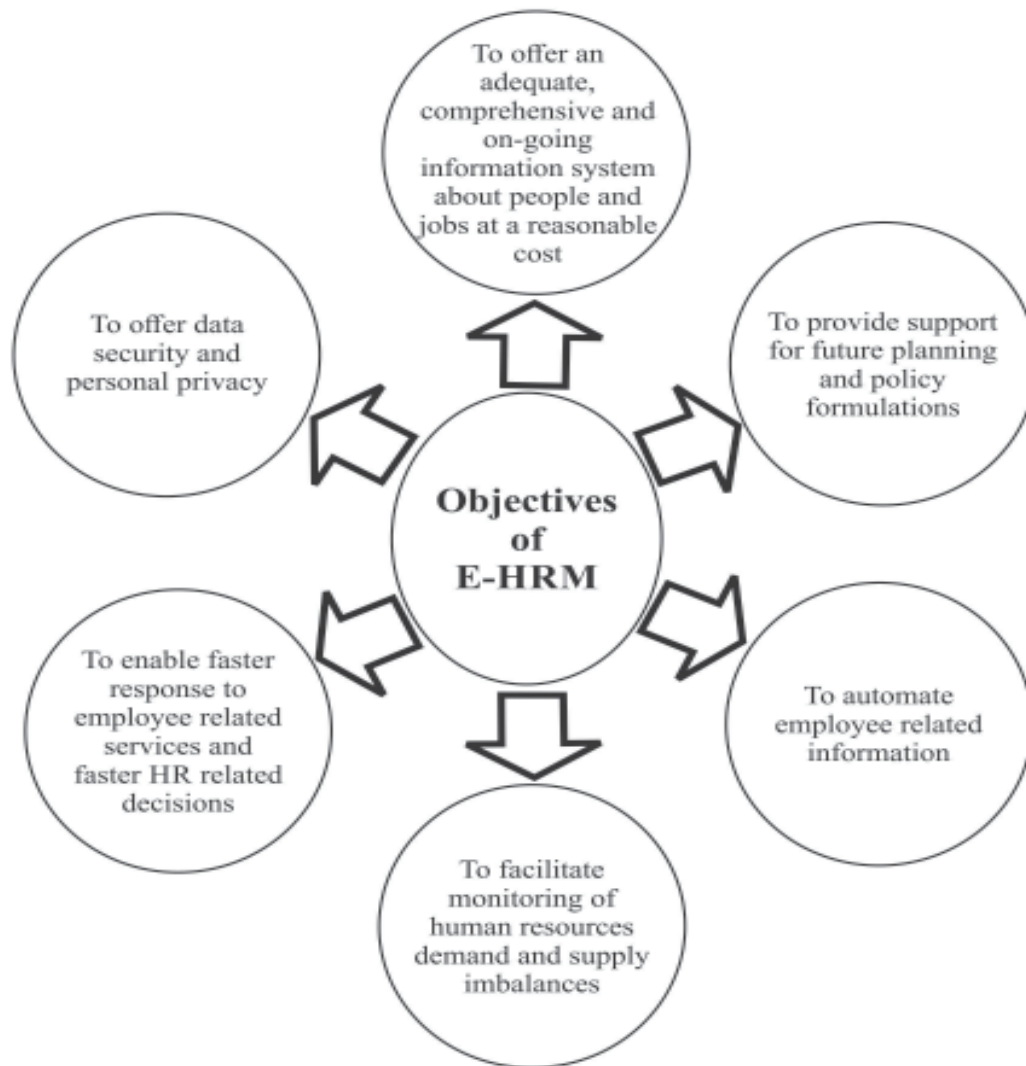
1. Initial HRM Strategy and Policy

Adopted policy in an organization towards human resource management can be divided into three categories; bureaucratic policy, market policy and batch policy. The bureaucratic policies are found in organizations which operate in a static environment comprising technological, economic and social environments. Market policy is often seen in such organizations that immediately react to the environmental changes for example, markets with severe changes. Finally batch policy can be seen in organizations which totally rely on quality, innovation and creativity.

2. Objectives of E-HRM System

Electronic Human Resource Management (E-HRM), is one of the newest topics in human resource management science that has been created aiming at optimizing procedures in order to run faster the human resources functions, reducing costs and freeing scientists from administrative constraints to implement the strategic role (Kariznoee et al, 2012).

Fig.2: Objectives of E-HRM



3. Levels of E-HRM System

Lepak and Snell (1998) distinguished three areas of HRM as, operational HRM, relational HRM and transformational HRM.

- **Operational HRM:** E-HRM is concerned with administrative function like payroll, employee personal data, etc.
- **Relational HRM:** E-HRM is concerned with supportive business process by the means of training, recruitment, performance management, and so forth.
- **Transformational HRM:** E-HRM is concerned with strategic HR activities such as knowledge management, strategic re-orientation, etc.

4. Outcomes of E-HRM System

According to Beer et al (1984) all E-HRM activities, will implicitly or explicitly be directed towards four distinguished possibilities:

- High commitment
- High competence
- Cost effectiveness
- Higher congruence

Objectives of the Study

1. To study what is E-HRM (its objective, scope, limitations, functions, benefits, goals, outcomes) and how E-HRM is shaping organization in a technology driven environment.
2. To highlight the transformation of traditional HRM to strategic HRM.

Research Methodology

The paper is based on descriptive study. Secondary data has been used for this paper. Extensive literature review has been used to reach to a meaningful conclusion. I have collected data from the internet from various websites, journals, and magazines.

Discussions and Findings

E-HRM is a way of implementing HR strategies, policies, and practices in organizations through a conscious and directed support of and/or with the full use of web-based channels. This is not to ignore the fact that E-HRM can transform the nature of HRM strategies, policies and practices.

- **E-HRM: The Technological Shift**

Technological advancement is one of the powerful driving forces. The exploitation of HR Technology and its various workforce applications were only intense in larger business associations, ever more; the effective use of technology is now considered a key factor in the successful management of human capital in organizations of all sizes. The constant development of technology synchronized with more savvy use of the internet is facilitating smaller organizations, to have access to applications, such as automated payroll, time and attendance systems, application tracking/recruitment software, networks and intranets, that ease communication benefits and assist employees self-service and workforce data and analytics.

- **E-HRM Tools**

1. **E- Employee Profile**

The E-Employee Profile web application provides a central point of access to the employee contact information and provides a comprehensive employee database solution. E-Employee profile maintenance lies with the individual employee, the manager and database manager. E-

Employee profile consist of the various things like Certification, Honor/Award, Membership, Education, Past Work Experience, Assignment Skills, Competency, Employee Assignment Rules, Employee Availability, Employee Exception Hours, Employee Utilization, Employee tools, Job information, Sensitive job Information, Service Details, Calendar, Calendar Administration, Employee Locator.

2. E-Recruitment

Organizations first started using computers as a recruiting tool by advertising jobs on a bulletin board service from which prospective applicants would contact employers. Then some companies began to take e-applications. Today the internet has become a primary means for employers to search for job candidates and for applicants to look for job E-Recruiting Methods: Job boards, Professional/Career, websites, Employer Websites.

3. E-Selection

Most employers seem to be embracing Internet recruitment with enthusiasm, the use of on-line assessment tools such as personality assessments or ability tests, has so far been limited.

4. E-Learning

E-Learning refers to any programme of learning, training or education where electronic devices, applications and processes are used for knowledge creation, management and transfer.

5. E-Training

Most companies start to think of online learning primarily as a more efficient way to distribute training inside the organization, making it available “any time”, “anywhere” reducing direct costs (instructors, printed materials, training facilities), and indirect costs (travel time, lodging and travel expenses, workforce downtimes). Attracted by these significant and measurable advantages, companies start to look for ways to make the most of their existing core training available online, and to manage and measure the utilization of the new capabilities.

6. E-Performance Management system

A web-based appraisal system can be defined as the system which uses the web (intranet and internet) to effectively evaluate the skills, knowledge and the performance of the employees.

7. E-Compensation

All companies whether small or large must engage in compensation planning. The usage of intranet and internet for compensation planning is called E-Compensation Management.

- **Advantages of E-HRM**

1. E-HRM has the potential to influence both efficiency and effectiveness.
2. Efficiency can be obtained by reducing the cycle times for meeting out paper work, increasing data precision, and reducing excess HR.
3. Effectiveness can be affected by improving the competence of both managers and employees to make better, quicker decisions.

4. Amplified and easy access to HR data and ease in classifying and reclassifying data
5. A higher internal profile for HR leading to better work culture. It leads to a more transparent system.
6. Considerable reduction of administrative burden.
7. Provides Integral support for the management of human resources and all other basic and support processes within the company .
8. E-HRM can save costs while maintaining the quality of data.

- **Disadvantages of E-HRM**

1. **Illicit Access:** One of the basic disadvantages of using E-HRM is that the data gets free accessible to all and anybody can access the strategic information and use it any way without any authorization. It is prone to corruption/hacking/data losses.
2. **Specialized Knowledge:** one of the advantages of E-HRM is that it may help the organization to reduce the cost HR personnel, though it could increase the requirements for technical staff with knowledge specific technology and functional area as well.
3. **Data Entry Errors:** E-HRM can only perform as good as its human programmers and end users.
4. **Low interpersonal contact:** The use of EHRM can estrange staff members that need personal support as it reduces the need for managers to interact with staff.
5. **Improper use due to rigid mindsets:** In order to make proper use of E-HRM, it becomes necessary for the staff to change their mindsets, as many people still have certain inhibitions in using technology in certain facets of their profession.

Conclusion

E-HRM is a web-based tool to automate and support HR processes. E- HRM (Electronic Human Resource Management) is an advance business solution which provides a complete on-line support in the management of all processes, activities, data and information required to manage human resources in a modern company. It is an efficient, reliable, easy to use tool, accessible to a broad group of different users. This is a transformation of traditional HR to strategic HR where it not only plays the role of an administrative expert, but also becomes the employee champion, a change agent and a business partner. According to my perception, with the various advantages and little disadvantages it can be recommended that all the organizations use E-HRM technology, that promises to provide a useful, efficient and increased performance through this E-HRM technology in spite of all barriers it has to face.

“E-HRM costs money, but ignoring E-HRM costs a fortune.” It is a true statement. Modern technology can be helpful in creating a strategic HRM-policy, reducing costs, higher productivity, increasing quality of labour force and responsibility of managers and employees in the execution of HRM-tasks. Your organization cannot miss this surplus value.

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STARTUP : SUPPORTING INNOVATION

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Abstract

A startup is usually a small scale business organization which aims to become an ascendable business plan. It is a newly emerged form of initiating own business which often employs technologies. The most common form of technology undertaken by the upcoming entrepreneurs is 'E-COMMERCE'. A startup is a platform which promotes creative and innovative ideas of upcoming entrepreneurs. Startups have increased employment opportunities. There are specific procedures and legalities which have to be compiled in order to bring a startup organization into existence. Startups initially were not so popular but with time this form of organization has achieved popularity among soaring entrepreneurs and prospective investors. Startups have supremely added to the national economy. Startups are being promoted by Prime Minister Narendra Modi by his campaign for startups named 'STARTUP INDIA'. It is an action plan to support entrepreneurs and increase investments in startups. This campaign was announced on Jan 15th, 2015 by Prime Minister and inaugurated on Jan 16th, 2016 by Finance Minister Arun Jaitley. This campaign provides a platform for bank investments and job creations. It focuses on the promotion of entrepreneurs among backward section, marginalized communities, and women. Startups have come up as a way of development for backward areas. Also, startups are benefited by the 'MAKE IN INDIA' campaign. Startups are not successful all the time. There is a possibility that a startup may be a great success or maybe a failure. Entrepreneurs face a lot of problems while establishing a startup and the most common mistakes which should be avoided are mentioned in the following research.

Keywords: *Employment, Benefit to National Economy, Startup India Campaign, Development*

Introduction

This dissertation describes what are startups and what effect do they have on the Indian economy. One of the major aspects of this research is the problems faced by the entrepreneurs in establishing a successful startup. Not all startups achieve success, therefore the expectations of success of a startup and do's & don'ts are discussed. Also, what is the importance of startups in the economy and government policies in favour of startups also make up a segment of this study? This study ends with the success story of two major IT hubs - Silicon Valley & Bangaluru IT hub - and 12 successful entrepreneurs.

Review of Literature

This study tells about how the startups have emerged in our country. It describes the procedure by which startups can be registered and start functioning. The problems which entrepreneurs face are described in the following study. Also, how the startups affect the Indian economy, how is it beneficial for the economy and how government supports and promotes the startups is explained. This study also talks about Silicon Valley and Bangaluru IT Hub.

Objective

The main focus of this research is:

- To understand the problems faced by new entrepreneurs to establish a startup.
- To determine the success rate of startups in today's economy.
- To understand the impact of startups on the national and global economy.

Methodology

In order to understand the emergence of startups and their impact on the Indian economy, the research has been carried out. The research methodology that has been adopted is purely based upon the secondary information. Internet journals, on line newspaper articles, business magazines and articles available on the internet are the key sources to collect the data.

Findings

1. Startups as defined

A startup is basically a low investment project which comes up with an innovative idea or product. It adopts e-commerce, internet, and telecom as a platform to carry out a business. A startup can exist in the form of a partnership, small company or one-person company (OPC) as per the co-founders' plan. The startup is looked upon to bring a new ideology to the business world and develop a scalable business model.

2. Co-founders

Co-founders are the people who bring out the innovative products and work upon the business plan. They are the people who are associated with the initial launch of the business. They are also termed as the promoter of a startup. Anyone could be a co-founder but generally, the team consists of a manager, entrepreneur, engineer, web-developer, marketer and others.

3. Sources of Investment

- **Bootstrapping**
The first and foremost source should be self-funding from savings. This saves time and effort to search for funds and investors. Also, there is no diffusion of control in decision making and working of the business.

- **Friends & Family**

The business which is funded by family or relatives is often referred to as a promising business. This is because it gives real skin to the project. The risk factor is on the shoulders of entrepreneurs near ones.

- **Small Business Administrative Loan**

In case, the need for funds is small or temporary, then this source should be chosen. It carries a low interest rate, also is guaranteed by the government. Commercial banks generally put off startups and demand for solid collateral against the loan granted. In such a scenario, small business administration loan serves the purpose.

- **Angel Investors**

These are the investors who mainly focus on funding startups in its early steps. They invest in upcoming businesses in exchange for a share in equity or convertible debt. It is beneficial because it stresses on the establishment of a startup in its initial stages instead of the profits that the business may earn.

- **Venture Capital**

Venture capital is absolutely the opposite of angel investor. They focus on the profits which the business is expected to earn. It should not be adopted unless the need for funds is huge. Also, it is a good option but only when the business is stable.

- **Incubators**

Incubators gather funds for startups in exchange for a share in equity. Incubators can be a company, university or any other organization.

- **Bartering**

It may serve as a good source of gathering funds. Under these goods and services are bartered as a substitute for cash.

4. Registration of a Startup

A startup can be registered in two ways:

Option 1 : An entity may be registered on the STARTUP INDIA app by following these steps-

- Log in to Startup India portal.
- Choose your legal entity.
- Input your incorporation/registration number.
- Input your incorporation/registration date.
- Input your PAN Number.
- Input your address with postal code & state.
- Input authorized representative details.
- Input director(s)/partner(s) details.

- Choose and upload supporting documents and self-certification.
- Incorporation/registration certificate of company/LLP/Partnership.
- Registration to avail tax and IPR.
- Certify the official notification terms and conditions.

5. How to Begin a Startup with Fewer funds

- The most important thing to begin a startup is to have a brilliant team. A team which works hard and is cooperative will prove to be a successful team and lead to a successful business.
- Another aspect is market research. An entrepreneur must carry out the research in an efficient manner. He should know about prospective customers and their needs. The product should be as per the needs of the prospective buyers else, the sales would not show a positive response.
- Then comes the investment. An entrepreneur should invest the money he has and the profit he gains should again be invested in his business. This is how the startup would expand.

6. Expectation of Success of an Indian Startup

It has been observed that 90% of Indian startups do not succeed. Only 1 out of 10 entities end up successful. But one question strikes. What leads to an unsuccessful startup?

- Lack of adequate market research-
One of the biggest mistakes that entrepreneurs make is that they overlook the proper market research. The product should be as per the market demand which they usually lack.
- Overestimation of results-
Another reason is that entrepreneurs think that a skillful team and a solid product are enough for a successful business but they lack in coordination and efficiency as they work upon their part of work and not upon the project as a whole.
- Flaws in assumptions-
An entrepreneur should always analyze the assumptions and figures derived from market research and planning. It is better to locate and fix the contours before proceeding on with the business and blindly depending on those figures.
- Scaling up too early-
Startups when finding success in a particular region or among a limited consumer group, it gears up to scale its business to a wider group of consumers. This, many a times results in the downfall of the business.
- Underestimating the manpower needs-
A startup should definitely take into consideration the manpower needs of the business. A startup needs a team to carry the business to peaks. A strong team takes over most of the tasks leaving the CEO with just the core tasks.

- Not maintaining financial buffer-
Before starting a business, an entrepreneur should make sure that he has a financial buffer for the next 8-10 months. It is advisable to prepay most of the expenses. This leaves the entrepreneur debt free which helps in making decisions efficiently and stress-free.

7. Importance of Startups

Startups play a very important role in the development of the business world as well as the economy of the nation. Startups promote innovation and conceive new ideas. These provide employment opportunities to the skills that are not able to showcase their talent. Government supports the positive aspects of such ventures and puts forward different policies in order to nurture the prospects of a better economy. Startups set up in backward and remote areas develop the surrounding areas which enhances the standards of living of the localities.

Startups are a medium to enhance an entrepreneur's personal experiences and abilities. In the modern world, where the internet and technology plays an important role, most of the startups are based on IT and development. This, in turn, provides a platform to technology enhancement. Innovative plans converting into reality gives a new edge to the virtual world incorporating a business.

Another aspect of startups is seen in the economy. Startups are small ventures which aspire to reach soaring heights. Promising ventures like these attract investments. Nowadays, even foreign capitalists show their interest in Indian startups. The major reason behind this being the abundance of skilled labour available that has served as the IT hub and service center to foreign ventures. This guarantees skilled work and multiplication of the amount invested by them. As investments increase, our economy also benefits.

Startups emphasize on rendering affordable and convenient services to its consumers. People look forward to avenues where things can be done just on a click of a button. This is where startups play their role. Also, gaining consumer's attention enters additional dynamics in the business environment. This increases the competitiveness among the entrepreneurs which further escalates efficiency of the business.

8. Government Policies

- Startup India-
Startup India is an action plan to foster startups, increase investments and create employment. Following are the key features-
 - 10,000 Crore fund of funds
 - 80% reduction in the patent registration fee
 - Freedom from mystifying inspections for 3 years
 - Freedom from Capital Gain Tax for 3 years
 - Freedom from tax in profits for 3 years
 - Self-certification compliance
 - Starting with 5 Lakh schools to target 10 Lakh children for innovation program

- New schemes to provide IPR protection to start-ups and new firms.
- Atal Innovation Mission-
The objective of this mission is to provide a platform to promote innovation hubs, especially in technology driven areas. Following are the key features-
- Entrepreneurship promotion
- Innovation promotion
- Regional Startup Niti-
Under this scheme, startup promotion schemes are rendered to different regions. Following are the key features-
- Establishment of 50 incubator centers
- Rs. 500 Crore funds by the government
- Make in India campaign-
Make in India fosters innovation, enhances skill development, facilitates investments and builds the best manufacturing infrastructure. Following are the key features-
- It provides an online portal for most of the documentation and licensing.
- National Industrial Corridor Development Authority has been formed to monitor and supervise the development of identified industrial clusters and smart cities.
- A number of incentives and relaxations are given to Special Economic Zones (SEZs), FDI, etc.

9. Startups and Indian Economy

- **Startups Create Employment Opportunities**
With an increasing number of business ventures, employment needs also increases. These provide avenues to those who are skilled but not able to perform up to their abilities. Startups need fresh blood and innovation to succeed which has to be fulfilled by hiring employees in the business.
- **Startups Encourage Investments**
Indian startups are trusted as they are driven by skillful and intelligent entrepreneurs. Indian minds are considered to be sharp and innovations in B-plans attract both national and foreign investments. With increasing investments, the economy also gears up and benefits.
- **Startups Play an Important Role in the Development of Backward Regions**
The government provides subsidies if startups are set up in backward regions. This is because a business firm will develop the area where it functions in order to operate smoothly.
- **Startups Add to GDP**
Successful startups are able to fetch good revenues and investments. It develops the infrastructure of the economy. This leads to uplifted GDP and better economy.

10. Silicon Valley

Silicon Valley is situated in the northern city California, U.S.A. Silicon Valley has notably evolved from being a manufacturer of silicon integrated chips to becoming the world's first and largest IT hub. Today,

Silicon Valley is home to a large number of high-tech business corporations with about 400,000 employment avenues and 60,000 business units. Fortune 1000 comprising of many startup companies makes it the largest startup innovation hub for high tech corporations. It elucidates one-third of total venture capital investments generated from the US.

11. Bangaluru - The IT Hub of India

Bangaluru has emerged as the IT hub of India. In the year 2001, a large number of IT corporations established their offices in Bangaluru. Bangaluru became the IT hub of India and is declared to be the fourth largest state in contributing to India's GDP. It employees about 200,000 employees and exports about Rs.18,000 Crore worth services.

Mysore was a city where education was given priority and this is where the journey of IT hub began. Bangaluru had the ideal climate- neither too hot nor too cold- which was suitable for sensitive and delicate computers. Also, Bangaluru geographically lies far away from Pakistan and China which keeps it safe from being hit by war and destruction. Bangaluru IT hub developed at a very high scale. It came to be known as Software Technology Park of India (STPI), Electronic City and International Tech Park of Bangaluru (ITPB). The 2001 edition of Business Week magazine titled it as Silicon Valley of India.

12. Indian Successful Startup Companies

S. No.	Entrepreneur	Company	Funding Amount	Industry
1.	Sachin Bansal	Flipkart	US \$3.2 billion	E-Commerce
2.	Kunal Bahl	Snapdeal	US \$1.53 billion	E-Commerce
3.	Bhavish Aggarwal	Ola	US \$1.17 billion	Transportation & logistics
4.	Vijay Shekhar Sharma	Paytm	The US \$935 million	Online payments & E-Commerce
5.	Pranay Chulet	Quikr	The US \$350 million	Classifieds
6.	Naveen Tewari	InMobi	The US \$315 million	Online Ad Networks
7.	Deepinder Goyal	Zomato	The US \$223 million	Search
8.	Albinder Dhindsa	Grofers	US \$166.5 million	Logistics & E-Commerce
9.	TA Krishnan	Ecom Express	The US \$149.5 million	Search
10.	Phanindra Sama	Redbus	US \$140 million	Travel & E-Commerce
11.	Suchi Mukherjee	LimeRoad	The US \$50 million	E-Commerce
12.	Richa Kar	Zivame	US \$46 million	E-Commerce

Conclusion

Through this research, it is concluded that startups are an expressive and a comprehensive way to put forward innovations and ideas. All that is needed to give a kick start to startups is good infrastructure, access to resources and financial support. A few common mistakes made by entrepreneurs, if avoided, would lead to promising startups and increase the possibility of success. The success rate as found was just nearly 10%. To improve this scenario, the Indian government has come up with many projects and campaigns such as Startup India, Make in India, Atal Innovation Mission, Regional Startup Niti and many more. According to this study, startups attract investments, both domestic and foreign, on a large scale. More investments mean more expenditure and more expenditure means development. Therefore, startups help in the development of our country. When a country starts developing, it also benefits the economy, further benefiting the GDP of the country. The government gives incentives to the startups which are being established in backward regions. This develops the backward areas as well. Thus, startups are an important part of our economy and much support is required to establish and carry forward more and more startup projects.

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LITERATURE

IDENTITY CRISIS IN NORTH EASTERN STATES OF INDIA: A STRUGGLE FOR SUSTAINING IDENTITY

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Abstract

The North-Eastern region of India, also known as the Land of seven sisters, is unique for its exquisite beauty, wild life and literature. This place is a home for diverse tribal communities speaking different languages and following diverse cultural practices, but over the years, the region has been experiencing inter and intra tribal conflicts and human rights violations by the security forces.

The influx of refugees from Bengal, Nepal, Bangladesh and migrant workers from Bihar and UP has reduced the tribal community into a minority, establishing immigrants as the imminent residents. The sights of alienation, uprootedness, violence, injustice is reflected in the literary works of the writers from this land. Most of the ethnic assertions are due to the ethnic groups' desperate attempt to protect their identity.

The paper would try to explore the identity issues of the indigenous people of north-east India, focusing on the four stories from an Anthology of North East Writings edited by Tilottoma Mishra --The Slaughter by Imran Hussain, Nightmare by Yumlembam, The Mauled Cub by Tayenjam Bijoy kumar Singh and The Curfew Man by Temsula Ao, bringing out the atrocities towards women who have borne the brunt of the circumstances, how young boys are swept by youthful revolutionary zeal to transform the world, how brutality and violence change them completely making them unrecognizable and how a common man copes up with the adversities in this violence-prone area.

In this terror and violence-stricken land, where the quotidian life is threatened, a few writers like Irom Sarmila have tried to stimulate courage and strength amongst the residents through their writings. The paper would also focus on her maiden poetry collection Fragrance of Peace, which acts as a stimulant in building peace in the war-torn land.

Keywords: *Conflict, Identity Crisis, North-Eastern States*

Man, being a social animal wants to get associated with a group for identity and existence. It is a person's ethnic identity that gives him credibility as a part of a group. It is this ethnic identity that projects a person for external struggle. Israelis and Palestinians, India and Pakistan, governments and insurgents, Protestants and Catholics, whites and blacks, labour and management..... these are all examples of identities that have at some time and some places resulted in intractable conflicts. The clash of cultures has often led to the loss of traditional forms and the adoption of new cultural icons that threatened the existing ones.

The concept of Ethnicity refers to the identification and labelling of a group of people. The criteria may be linguistic, racial or cultural (Jha, 1992: 84). Ethnicity is a term used by the people to identify themselves within a multicultural society. It may be defined as an organizing set of principles by a group of people to differentiate themselves from other groups in terms of race, kinship, language, the customary mode of livelihood, culture and religion. Thus, they claim to have a separate identity (Priyadarshini, 2006). The literature on ethnicity defines ethnic groups as people who see themselves or are seen by others as sharing a distinctive and enduring collective identity based on a common belief, a common origin, a common history, a common destiny and culturally specific practices. Physical appearance, language, and a shared territory may further contribute in varying degrees to ethnic identity (Borgohain, 2014).

The present paper would focus on the issues of identity, specifically ethnic identity of the indigenous people of north-east India, a region known for its exquisite beauty, wild life and literature. The region is geographically, cut off from the rest of the country with a narrow link in the North which makes it difficult to have good communication system. Independence and the partition of India, led this region thinly linked to the rest of the country, thus making this region a remote area. It is important to note that before the advent of British rule in the region, there was a high degree of fluidity in the socio-cultural arena so that inter-mingling of various streams of people, including biological admixture, produced diverse social alignments and group identities. The boundaries of the groups were never very rigid. It is this flexibility, characteristic of a frontier tract experiencing considerable population movement from different directions, which provided scope for shifting alliance and identities. Pre-colonial social setting in the region was more fluid and flexible than in the subsequent colonial and post-colonial periods. Thus, various 'tribal' inhabitants of the hills got integrated. The annexation of Assam by the British (i. e. the East India Company) brought the people of this region into deeper contact with socio political currents then prevailing in the rest of the country. The British set in motion a series of moves to establish a degree of political and administrative dominance over the plains as well as on the hills. The British policies and the activities of Christian missionaries who came into the region significantly affected the communities and social formation. The British came to India and the country colonised for a long period, thus creating a hegemonic structure by identifying the Indians as uncivilized and barbaric, or inferior to the West in every possible aspect.

It was the British colonialists who invented the term Northeast, to identify a geographical area, later adopted by Indian officials to mark the seven states situated in the northeast part of India and after independence the states went through identity crisis due to continuous marginalization by the centre. With Sikkim being added, the no. has come up to eight instead of seven. The term certainly requires scrutiny in the light of contemporary political situation. The local people do not use the term Northeast and it has no feasible meaning to them since there are apparent traits that mark a clear-cut distinction between the various groups. The various ethnic groups in the North East prefer to identify themselves under their own specific group identity such as Assamese of Assam, Nagas of Nagaland, Mizos of Mizoram, Bodos of Assam and so on.

Northeast is the region that depicts diversity of languages and cultural practices. For instance, there are more than 16 languages spoken in Nagaland alone and they have their own rich tradition. The oral tradition of the states of the Northeast shows that they are rich in their cultural heritage. Every society is identified by its root or link to the past. The North-Eastern have carried forward their past or the history

of their forefathers in the forms of comprehensive and vibrant story telling. Tilottoma Mishra says, “Most of the communities from the North-East India can pride themselves for possessing a vibrant story telling tradition.” People whose history and civilization has been put to the margins took up the challenge of recreating. They speak of the anecdotes that tell how they created their own identity on which they stand even now. These stories, being part of an oral tradition, have been carried forward through oral-aural process from grandfathers to grandchildren. And forgetting the stories would be catastrophic. This strongly proves how important the oral tradition of story telling is for the people of the Northeast.

The Post-Independence era has been a period of confusion in the Northeast. Because of negligence (or should we say marginalization) people were confused about their future and their identity which resulted in many movements and struggles. The migration of Bangladeshis, Nepalese and migrant workers from Uttar Pradesh and Bihar to this region has given rise to the insider and outsider syndrome, which has crippled the social, political, economic and cultural life of the tribal communities. In Tripura, the indigenous tribal population became landless due to Bengali migration. The tribal community was reduced to minority and the migrant Bengalis emerged as the dominant force. This threat increased due to illegal migration which created further social exclusion. The material existence of tribal communities was threatened by the influx of migration and the occupation of key government jobs by non-tribals has led to their further exclusion. The phenomenon of ethnic extremism is further activated by declining jobs opportunities in the government sector. The continuous marginalization has brought about more distrust and apathy, resulting to violence.

The deploying of Army in this region is seen with a great resentment, which has resulted in the emergence of ‘insurgency groups’. The term insurgency etymologically comes from a Latin word “insurgere” which means to “rise up”. In English, the word could mean a “rebel” or a “revolutionary”. Therefore, the official Indian perception or interpretation comes from the latter and is one sided. Explicitly infused with the English prejudice, officials, media and social scientists have branded Northeast as being infested by various “insurgency groups” or “rebel groups”. On the contrary, it follows from the original word “insurgere” it can be taken to mean that people have “risen up” against marginalization. The Mizo National Front movement in 1966-1987 when Mizoram was an autonomous district council under the state of Assam is a good example of such an instance where people have “risen up” against the negligence of the state towards a devastating famine that had ailed the region.

The paper endeavours to study the theme of violence which extends beyond the borders of the North-East Indian states, leading to identity crisis. The study will concentrate on select short stories, focusing on the four stories from an Anthology of North East Writings edited by Tilottoma Mishra —*The Slaughter* by Imran Hussain, *Nightmare* by Yumlembam, *The Mauled Cub* by Tayenjam Bijoykumar Singh and *The Curfew Man* by Temsula Aowritten in English or their English translations, by writers from North-East India, particularly from Assam, Manipur and Nagaland

The story *The Curfew Man* by Temsula Ao presents the conflict between Naga Militancy and the Military. The two warring armies; the one overgo round labelling the other as rebels fighting against the state and the other, operating from their underground hideouts and calling the Indian army illegal occupiers of sovereign Naga territories. “Caught between the two, it was the innocent villagers and those living in small townships who had to bear the brunt...” (229). The story centres around Satemba, who was formerly

a football player and a constable in the Assam Police. But during a rough game, he injures his kneecap very badly, with a result, he not only loses his chance of playing further but also his job. He and his wife Jemtila decide to leave for their village with a pension of Rs. 75 per month. Jemtila with great efforts tries to earn by working in several houses, but even then, this amount was not enough to meet their ends. Compelled by the financial circumstances, Satemba takes up a job of government informer and is deputed as a Curfew Man. He is discreetly reminded that his wife's job was somehow connected with the job what he was being offered, and her job was the only source of their livelihood. Through the story the writer has pointed out that how innocent and peace-loving people are forced by their circumstances to turn to means that they would not ordinarily employ to stay safe and alive. The citizens are caught in a vice- like situation which makes them lead an insecure life. They are petrified at every moment of their life which foretells a dismal future for them. The writer informs the readers of the self-diminishing moves and counter moves of people living in a limbo.

The story *The Mauled Cub* by Tayenjam Bijoykumar Singh portrays the life of the womenfolk living under the shadows of violence, terror, insecurity, betrayal and human rights violation. Tombi, the young girl, is raped twice within the span of one single day by the two opposing parties - once by the leader of insurgent group belonging to her own community who stealthily takes shelter at their house, and then is gang raped by three army personnel partaking search operation after there is an explosion in the locality. The two women have been shown to live under utter personal sacrifice when Tombi is shown to hide her bruise and pangs of being raped from her mother lest this "disturbing news put her mother in a state of delirium" (184) who has already suffered a lot after her husband's death and son's abduction by security forces.

The story *Nightmare* by Yumlembam Ibomcha portrays the picture of violence and violation of human rights of a simple cultivator who was accused of having underground connections with the security personnel. The writer shows the uncertainties of the life of the indigenous people. The commoners are abducted from their homes merely on suspicion by the police, who are unable to prove the validity of their charge against them. The fifty years old Chaoba is brutally tortured with the butt of the gun, is asked to mimic like a dog and cat. All the pleadings of his little daughter, "our father is innocent. He does not steal, he doesn't use a gun. Please release our father." (175) go unheard by the uniform men. On the other hand, the security personnel have a hearty laugh over him, kick him with boots, cut his tongue with a knife in front of his daughter and bury him alive. The cries of the girl could not be heard in the surroundings as one of the men covered her mouth with his palm, strong like steel. She could notice those men "as big as the hills." However, the story presents the little child having only a nightmare. But the fact is that her father was abducted by security forces from their residence and there were no whereabouts of him for a long time.

The Slaughter by Imran Hussain is the portrayal of the young boy Sonti, son of a retired school teacher, who could not kill a pigeon for meat, is transformed into a cold-blooded murderer. Sonti was the pride of the village who was studying in the university after his brilliant academic performance at home. The father despite his poor health and bad climatic conditions tries so that he can serve a good meal of pair of pigeons to his son who had come home from the hostel along with his friends after a long time. The father goes out in the misty dark night to get the pigeons killed for meat. But to his distress he is unable to find anyone to kill the bird for him. He was thunderstruck when he was informed by the headman that

his son Sonti had joined the organisation and was suspected to be involved in the brutal and violent attack on the half-witted idiot Benga of their village. It was a shocking news to the father since he knew that Sonti found it difficult to kill a bird, he needed someone else to do the job. He was very sure of his son of not being guilty. “Whatever else my son might be guilty of, he would never commit murder.”(141) But the reader is made dumbstruck to witness Sonti ‘wringing the necks of the birds one after another’. (143) Through the story the writer points out that a public murderer does not have to carry a rough and virile personality, that he can be a soft voiced Sonti who touches his father’s feet for blessings and behaves very obediently to his parents. The writer points out to the temptations of the youth who are misled and thus end up following the evil path of violence.

Much of the discussion today in the literature of North East India focuses on violence as a thematic interest. Violence can deeply affect sensibilities and disturb the psyche. Thus, in the creative mind is entrenched a deep-seated urge to communicate and share whether in literature, films or paintings. The stories from the native land of the writers direct us to contemplate over the dismal fact as how youth are swept by the youthful revolutionary zeal to transform the world or just the temptation of life makes them step into violence and brutality, which changes them completely, making them unrecognizable and but on the other hand it is the common man who faces the adversities in the violence prone area, who live under constant anxiety under the shadow of violence from both the insurgents and security personnel. The plight of the common people is such that neither they can refuse shelter to the insurgent groups nor can they inform the police and their neighbours about it.

In this terror and violence-stricken land, where the quotidian life is threatened, a few writers like **Irom Sarmila** have tried to stimulate courage and strength amongst the residents through her writings. Her maiden poetry collection *Fragrance of Peace*, acts as a stimulant in building peace in the warn-torn land. It reveals a woman’s anxiety over the land of ‘Kanglei’ (Manipur) and her visualisation of her land infested with death, conflict and violence due to insurgency and counter insurgency operations. At the same time, she has written poems of strength, courage, determination- never to cow down to pressure, patriotism, belief in God, patriotism and trust in honour of the land of Manipur.

*The outer cover is sure to dry out
Let it rot under the ground
Let it be of some use to future generations
Let it transform into ore in the mine
I’ll spread the fragrance of peace
From Kanglei, my birthplace
In the ages to come
It will spread all over the world.*

Her several other poems reveal the concern and determination of the female persona to transform Manipur into an abode of peace. One cannot deny the fact that such type of writings play an important role to alleviate conflict and violence and bring harmony in the land of identity crisis.

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SHARED CULTURE, FRACTURED IDENTITIES : STORIES OF PARTITION FROM THE INDIAN SUBCONTINENT

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Abstract

The nation whose identity is delineated by composite culture of various communities exhibits a form of nationalism, which is free of individualized ethnicities and institutions. Termed as cultural nationalism, it is exemplified by the nationalism of pre-partitioned India where diverse communities merged to form a macrocosm of culture. Cultural identity of a person is shaped by his cultural traditions and by language, but it did not include the concept of common ancestry or race. In a wider sense, it is the foundation of creating one's cultural nationality. Did this shared cultural identity among communities help as a fence to dislocation during partition? In prior decades when the division of India and Pakistan was compassed, people were forced to uproot themselves from their life they had known. In this drastic process, some lost their country, some gained, and there are people who became "permanent refugees". Moreover, women's belongingness was (or is) always linked to sexuality, chastity and honor. Their membership to their family or community or country always depended upon the consent of these three during partition era.

*This paper will attempt to explore and inspect the belongingness of women to their land, the fear of dislocation and socio-cultural change, the problem of adopting the new cultural identity in the new achieved entities, creating social memory, psychological and psycho-social problems which occurred in the lives of the women, question of nationalism in women folk in the days of partition keeping in view the story *Roots* by Ismat Chughtai, *Sikka Badal Gaya* by Krishna Sobti and *My Granny* by Popati Hiranandan*

Keywords : *Partition, Dislocation, (Be)longing, Gender*

The world is rife with wars, fragmentation, and division of countries resulting in a large number of refugees, exiles and fugitives in search of home and stability. The recent examples can be seen in Serian, Nigerian and Grecian migrants across the globe. The issue of "belonging" (as pointed out by Ritu Menon in the essay "Belonging: Women and Their Nations") posed a crucial problem in the era of decolonization. However, in the present scenario it has become stereotyped to the extent that it has emerged as an almost clichéd topic for academic discussions.

India is considered as a nation with a rich repository of centuries old shared culture and traditions, that constitute a basic principium of nationalistic conception. Interestingly, the conception of 'India' itself has a colonial origin. Though "the idea of India", as per Anderson a leading Marxist historian and critic,

gradually turned to be the *sin qua non* of anti-colonial thought. The Indian National Congress had a firm belief in the conception of an undivided land and unity in diversity. Historically the *Bharatvarsh* of the *Puranas* was subjected to successive imperial hegemonies. Besides this, there always existed inner conflicts among the sovereignties, which consequently implicate the notion of 'undivided land'. Even if the dominions over India were not static, the subjects with multiple ethnicities adopted and adapted to the continually changing culture, in conjunction with the existing hegemony, generating an intertwined culture.

Axiomatically, the nation whose identity is delineated by composite cultures of various communities, exhibits a form of nationalism which is free of individualized ethnicities and institutions. Termed as cultural nationalism, it is exemplified by the nationalism of pre-partitioned India where diverse communities merged to form a macrocosm of culture. The ethnically homogeneous society consisted of a substantial percentage of the population from multiple ethnic groups, retaining shared cultural beliefs, traditions, and common language, eliminating the uncommon historical characteristics of ancestry and race. The cultural ideals and norms such as political ideologies, recognition of holidays, a specific and unique cuisine, etc, also helped to shape the cultural nationalism of the natives.

The self-styled concept of unified nation was splintered by the sudden sundering of the ancient entity into two nations in 1947 and later into three in 1971 through an act of secession. People were forcibly amputated from their native lands resulting in one of the biggest human migrations in history. Nevertheless, the demarcation of the line of control could not undermine their loyalties towards home and hearth. Ritu Menon highlighted this point saying that "Partition made for realignment of borders and of national and community identities, but not necessarily of loyalties." (p.230). The process of partition saw the emergence of the 'other' on both sides of the border, undermining the fact that the culture of the 'other' was a conglomeration of more than one cultures rooted in nationalism based on shared culture.

The process of decolonization ramified the partition of the subcontinent, psychologically problematizing the idea of nationality and cultural identity to the extent that the identification with land became complicated: the Sindhi community was divided into Hindu Sindhis and Muslim Sindhis. Hindu Sindhis had to leave Sindh, leaving in their wake a broken community, which with time lost its meaning for the Sindhi Muslims too. Nonetheless, the plan to partition the subcontinent was a unequivocal decision that was to be actualized by unwilling Cyril Redcliff. He was given mere five weeks to "divide a province of more than 35 million people, thousands of villages, towns and cities, a unified and integrated system of canals and communication networks, and 16 million Muslims, 15 million Hindus, and 5 million Sikhs, who despite their religious differences, shared a common culture, language and history." (Butalia 83)

The pre-1947 era witnessed Hindus and Muslims living in harmony as neighbours. They related with each other forming familial bonds. Chughtai says in 'Roots' "...in the Mewar Hindus and Muslims had become so intermingled that it was difficult to tell them apart from their names, features or clothes." (Bhalla vol.iii, 9) In an interview recorded by Menon, 'Lucknow Sisters' the cultural equality in pre-partition India, is commented upon: "Relation between Hindus and Muslims here were so good... Women were all kept indoors, in parda, whether Hindu or Muslim, it was the same. The men had the same bad habits, good habits, whether they were the Rai Sahib or Khan Bahadur... This was a society where the bonds were so strong, feeling ran deep, outsiders can never be a part of it." (Menon 238) The elite class were largely unaffected by the religious and national schism that victimized the poor. The privileged, without undergoing

the horrors of the *karvans* and *kafilas*, crossed the border safely, whereas the poor became its casualty. Common people were attached to farms, pastures, and localities with no awareness of the meaning of the newly formed border. In the story 'Roots', Ismat Chughtai underlines the naiveté of the common folk, asserting, "... they had neither the sense nor the ability to understand what the real problem between Pakistan and India was. There was no one who could have explained it to them either." (Bhalla vol.iii,10). The border restrained the movement of the pastoralists and the nomads who were too uninformed to understand the meaning of Hindustan and Pakistan. Kamila in an interview expresses the dilemma experienced, "Somebody had forsaken someone, somewhere. Who, how, and why? Politicians seemed to have all the answers. Had I any? Was I an Indian or....?" (Menon231)

The ever-present ambiguity about 'belonging' in the era of decolonization finds an echo in the condition of an Asian-African character Mr. Majid, in the play *The Undesignated* by Kuldip Sondhi, who mourns, "I was a second-class citizen under the British. Am I going to remain a second-class citizen under the [Black] African as well?" (Sondhi30) The protagonist is not certain about his place and his static identity in African society after decolonization. In the Indian context, the two dominating and authoritarian powers were Nehru and Jinnah whilst Kamila represents the common folk as Mr. Majid does in independent Africa.

Despite the cultural commonalities, people were uprooted and their nationality was at stake because now it had no connection with their place of birth and domicile. Moreover, the land they are told is their own country evoked no sense of attachment with it. The neighbours, whether they were Hindu or Muslim, found themselves unable to consociate with each other. They were caught betwixt and between loyalty for two countries, the one where they physically belong now, and the one where their soul and mind were anchored. Akhtar-uz-zaman-Elias, the author of *Khwabnamah*, a magnum opus of partition in the East Bengal, once visited Kolkata for amputation of one of his legs had mourned the loss of his land, "I've always claimed I've lived with one foot on either side of the border. Now I'm leaving one foot behind on your side for ever – and of course I've made sure it's the bad foot!" (Butalia, *The Shadow of Partition*51) Chughtai also retorted on the enigmatic game of partition and migration in the story 'Roots':

"What is this strange bird called, our country? Tell me, where is that country? This is the land where you were born, which gave birth to you; this is the earth on which you grew up; if this is not your country, how can some distant land where you merely go and settle for a few days become your country? Besides, who knows if you won't be driven, pushed out of there too? Who knows if you won't be told to go and settle in some other place?..... This game of destroying an old country and founding a new nation is not very interesting. There was a time when the Mughals left their own country to establish a new empire here; now we plan to go elsewhere to find a land of our own. A nation seems to be no better than a shoe! If it becomes little tight, discard it for a new one!" (Bhalla vol.iii, 16)

In this radical process of partition, Ritu Menon says, "there were those who gained a nation and those who lost a country – and, as one woman said to us, there were those who became "permanent refugees". (Menon 229). Sindhis and the *Bangalis*, the refugees from East Bengal, had to face and are still coping with the problem of becoming "permanent refugees". This situation is aptly testified by the assertion of Rita Kothari in her essay 'From Conclusion to Beginnings', where she states "..., both the hatred and the

shame seemed more common to the generation that had 'interpreted' Partition through their parents experience" (Butalia, *Partition-The Long Shadow* 34). Interestingly, some people did not forsake their native land and broke up with their families and relatives who left for Pakistan: Amman in the story 'Roots'. Migrants who acquired a new communal and national identity but could not betray their loyalties to the lost land, returned from Pakistan as exemplified by the family members of Amma who returned halfway. There were people who chose fidelity to their land rather than religious community and lived as converts.

Religion was used as a political weapon to help demonize the 'other' and to blindfold the common folk and mislead them. By this stratagem of the political leaders, the two communities started thinking in terms of 'self' and 'other'. Violence superseded non-violence, and manifested itself in widespread mayhem. The massacre happened as a consequence of the drawing of the border based on religion and because of the political ambition of leaders who turned the communities against each other. The paramount reason for partition was political, which was initiated regardless of the shared cultural specifics. Religion, because it is conferred to a person by birth, by the community or by the act of conversion too, played an important role. During partition, imposition or conversion to a particular religion on/of the 'other' is exemplified by men, women, and children who were converted. Interestingly, many converted willingly and chose to reside in their native lands. In the interview by Ritu Menon, Kamila demonstrated that her conversion to Islam was her personal choice, as she wanted to be with her husband who was in Pakistan. She remembered once she had quoted Galsworthy's *The White Monkey* to her husband, "Englishman was surrounded by all these Muslim who said unless you say, "La Ilah..." we'll murder you. So, he said, if it matters so much to you I'll say it, because it matters nothing to me..." (Menon 236). Her perspective is an evidence that religion was a major issue for her. Many conversions were forced but the point is that the conversions happened because of the politicized border demarcating two ethnically identified lands.

The British were in the beneficiary position of the intermediary party, connected with the national leaders and the locals as well. They signify the "Third Space" which Homi K. Bhabha illustrated in *The Location of Culture*: "the intervention of the Third Space of enunciation, which makes the structure of meaning and reference an ambivalent process, destroys this mirror of representation in which cultural knowledge is customarily revealed as an integrated, open, expanding code. Such an intervention quite properly challenges our sense of the historical identity of culture as a homogenizing, unifying force, authenticated by the originary Past, kept alive in the national tradition of the People." (Bhabha 37) Being outsiders, they gradually established themselves in the history, traditions, and cultures of the subcontinent by reigning for nearly two hundred years. The national leaders emerged from the locals, oiled the British colonial machinery. In this manner, they also played the part of an interstice. Ngugi waThiong'o, in his essay 'Homecoming', accentuated the contrary view that there should have been no room for "fence-sitting" and any kind of interstitial position or in-between position during the decolonization phase of British rule. (Thiong'oi-ix) The position of interstice, gained them lands of their interests by making the natives their scapegoats. The impact of the leaders of Hindu Mahasabha and Muslim League can be seen in the changing attitude of ChabbaMiyani and Roopchandji's children who had started writing 'Pakistan Zindabad' and 'Akhand Bharat' in the school wall in the story 'Roots'.

One of the reasons of "the great divided" given by Kamila in an interview was the orthodoxy and discrimination of Hindus towards the Muslims. According to her the Sanatani Hindus were, that time,

converting Muslims and calling this ceremony *Shuddhi*, which means they considered the Muslim *Ashuddh* and *Achut*. She further adds, “It is because of this attitude that Pakistan was created. You treat them like *achut*. Friends are visiting you at home and people are saying, keep their plates separate. Is this way to treat people? Is this human?” (Menon236). Chughtai also points out this discrimination in ‘Roots’, when the wife of the Hindu Doctor warns him, “Don’t eat there. Did you hear what I said?”, when he was going to treat his Muslim friend’s wife. (Bhalla vol.iii, 12), However, the flipside of the experience of Kamila can be seen in the anecdotes of ‘Lucknow sisters’ who affirmed that the relationship of Hindus and Muslims in their area is so close that it was difficult to differentiate between them. They state, “Our Hindu neighbor, she always says when she hears the ‘azaan’ in the morning, then she wakes up. So many people say how much they like the sound of voices in prayer from the masjid... (Menon238). In ‘Roots’ also, a small group of Sevak Sangh and Muslim League had been set up in the houses of the two friends, one is Hindu other is Muslim. Nevertheless, it did not denigrate the love and the friendship of the two families. Albeit the father Gyanchand was dreaming of an alliance between the two families ““My son, Lalu, will marry only Munni,” (Bhalla vol.iii, 12). Harbhajan Singh, who is a retired government servant and a witness of partition, asserts in an interview, “There were no real communal tension in our village and our family was reasonably tolerant in any case. I had good Muslim friends, and remember the name of one of them- Basheer. I remember I was welcome in his household and my parents had no objection to his visiting our household”. (Maini et al. 94). Shaukat Ali Awan, a Pakistani whose father was a policeman in pre-partitioned India, in an interview asserts that “Being in India is like being in one’s second home, those 60 years of separation cannot overshadow the common culture and social heritage-particularly of the Punjabis.” (Maini et al.122)

The crowning example of Hindu Muslim friendship during that era was seen in a village where the majority was of Muslims still the appointed Sarpanch was a Sikh. Interesting to know that after partition, the Sarpanch unfurled the Flag of Pakistan. When the great migration started, “...both sides sympathized with their common fate. They supplied each other with drinking water and other crucial necessities, but more significantly with profound emotional understanding.” (Salim99) These examples depict that human suffering had put humanity to an ultimate test, it did bring out savage instinct in some but it also brought out utmost compassion in others.

Opportunistic attitude of the people also encouraged migration. All the empowered Muslim families left without facing any difficulties for Pakistan. They found respectable jobs and extended properties there, conferred upon them by Jinnah. Other poor Muslims also took partition as an opportunity to acquire land and property. Unemployed young men also left. If they had not left, they would have missed such fortuity. However, in the newly acquired land, they had everything they wanted but they felt rootless. “*Pair nahin tike*” says ‘Lucknow Sisters’. (Menon 240)

In ‘My Granny’, Granny never left nor did Amma in ‘Roots’. Women have deep-rooted memories of their past. They have their memory anchored in the house they first step in as a new bride and when the moment comes when they have to leave the house, they find themselves rootless. This harrowing moment came during partition when women were forced to leave their household. Some years back Ritu Menon put a question “do women have a country?” in her book *No Women’s Land*. The partition post-independence, left women in a dilemma about their belongingness in the socio-religious and national sphere of either

Pakistan, India or Bangladesh. The “community” of women and children suffered the most during partition and the catastrophe that followed besieged the most vulnerable. They plunged to be mere toys of exchange between two states. Women were uprooted twice and victimized thrice: first, by their abduction; second under the recovery program in which, in many cases, they were forcibly recovered against their will; Third and the final most tragic moment came when they were rejected by their original families. When states were celebrating their freedom, women were at the flipside of the coin. They did not get independence in any sense though they were chaotically partitioned in a designed machination by the “deep comradeship of men”, irrespective of which community the men belonged. Where a woman belongs is always linked to her sexuality, honor, chastity and her acceptability, membership and legitimacy is always decided by the community and state, which is no doubt patriarchal in perpetuum. The “intensely ‘private sphere’ of women’s sexuality was deployed in this major re-drawing of the public borders and boundaries” (*Bagchi and Dasgupta* 5). The body of women was treated as territory to be owned and was inscribed with *Hindustan Zindabaad* and *Pakistan Zindabaad*. The nation Bharat or Hindustan has always been imagined in feminine term as Bharatmata or even Mother India and partition was seen as a violation of her body. What is more, during this carnage, the territory of India was portrayed as a woman and “Nehru cutting off one arm which represented Pakistan is a powerful and graphic reminder of this.” (Butalia189). Since, in order to trespass the honour of the ‘other’, women were raped and killed. The representation of “women as nation” or “nation as mother” delineated the bodies of women as privileged sites where the political plans of both the countries were engraved atrociously.

The encroaching of the honour of the “other” women was an actualization of these above-mentioned phrases. Perhaps knowing these consequences, Amma did not agree to leave her house in ‘Roots’. The house was the life force, the integrated memory of her past and in a way a nation itself to her, so it was impossible for her to cut off that life force and that memory from her body or herself from her nation. If she had done this, she would have died or would have found herself a slave in the household of another community’s man. Popati Hianandani inked a melody from a Sindhi folktale in her autobiographic short narrative ‘My Granny’, which rightly depicts the agony of the abducted and molested women and the land:

*“Umar the king abducted Maruee
The poor girl from the village,
He looted the shepherds
And took away the beauty of the village,
It was fated that Maruee should suffer
The torture of the king’s prison,
Umar was an excuse-
Oh, a mere excuse for the gods.”*

(Bhalla vol.iv,172)

Due to the fear of the ‘fate’ of the girls, Granny’s family decided to send her grown up granddaughter Popati in India immediately. Granny mourned the loss of her (Popati’s) birthplace and anxiously searched for the dust of her native land to give her because she thinks “.....even a corps needs to be buried in the same dust from which it has grown.” (Bhalla vol.iv, 173) Popati compared Mauree to Sita, who was also been abducted by Ravan. Popati wants to say that it was the fate of women to suffer in the hands

or lands (because women have no country) of men whether it is Umar, Ravan or 'partition'. Partition was also fabricated by males to satisfy personal gains.

The torment of uprootment suffered by women was excruciating. As mentioned above, they were devoid of their land, their home, then they were devoid of their children, and they were rejected by their original families. Krishna Sobti's 'Sikka Badal Gaya' portrays a woman who was the sole possessor of a big *haveli* and a fertile village, which she treated as her child, and the villagers as her own. However, Shahni's bond with her land was been fractured by the same villagers for whom she was a mother figure. The villagers felt helpless before the lootings and massacres, which were going on the neighbouring villages, and they were afraid of Shahni's security. They had to make Shahni evacuate the *haveli* and leave her own village. At the time of leaving, she did not have any ill will against those villagers. She blessed them with her choked throat "May *Rabb* protect you my children, may He send you joy...." (Bhalla vol.iv, 260) This incident is reminiscent of the mothers who were forcibly disunited from their "partition children" who were left with their fathers. When the women recovery program was implemented, the children who were born of the women by the abductor posed a big problem for the government. To which country do they belong, since they were of "mixed blood". Although according to The Abducted Persons Recovery and Restoration Act, 1949, children who were captured forcibly by either community during partition or in the years following it and the children who were born to the abducted women after partition found living with members of the other community, would be taken as being abducted. Albeit in abducted woman's precept, these children were the signs of ignominy and dishonor and they were suspicious about their children's fate and even unsure that whether their children would be accepted as members in her original family or would be put into orphanages. So, "As each woman left", said Kamlaben, "leaving her child behind, she wept, begging the camp authorities to look after the child, to keep her informed." (Butalia 273)

This statement of Kamlaben mirrors the mental agony of Shahni who is leaving behind her child, her land. The story expresses the anguish of the protagonist Shahni, who is uprooted from her land. While departing she laments, "My gold and silver! Children, all of that I leave to you. The only gold I cherish lies here in these lands." (Bhallavol.iv, 259). Krishna Sobti poignantly depicts the anguish of an aged woman characterized through Shahni, who is forced to migrate. The identity of women in similar situations was formed by their home or, as in Shahni's case by her *haveli* and the co-inhabitants of the *haveli*. When she denounces the *haveli* she feels as if she is denouncing herself. Shahni leaves but Amma in the story 'Roots' is so determined that nothing could deracinate her roots from her home. She became immobilized and clung to her house until her children returned. Her bonding with her house and her Hindu neighbour made her stick to her decision. During the time when the men folk were becoming progressively inhuman and trying to sunder the country by means of narrow sectarian walls of religion and community, it was the women who tried to fill the gaps through human kinship and altruism, undermining the cement of religious parochialism. Amma knows it in her heart that their Hindu neighbour, by breaking this narrow wall, would surely come to her rescue and finally her belief won. Roopchandji brought back Amma's family who were leaving for Pakistan. It was as if a woman's faith won over the patriarchal decision of leaving.

Though partition revealed the worst face of human shrouded in inhumanity in the time of partition, one can also see the light of compassion and love piercing the shroud with human beings reaching out across

the narrow communal and ethnical boundaries moving towards a peaceful coexistence. Women played a major role in paving the path of peace between two communities echoing Gurudev's dream of a nation "Where the world has not been broken up into fragments by narrow domestic walls" his masterpiece *Gitanjali*(p.51). It is known fact that South Asia is the center of great faiths like Hinduism, Islam, Buddhism, Jainism and the axis of mingled culture and religion. This history is several chiliads old and the custom and statute of coexistence continues to the present day. Besides the selfish ambition of the national leaders, the territorial ownership was not an issue for the natives of the Indian subcontinent. The great divide of partition drew the inhabitants across the border closer because of the attachment and the craving for one's birthplace. Inhabitants of both the entitie sempathize and sympathize with each other by virtue of the shared memory and a shared past. Lines by Faiz's quoted by Kavita Panjabi in her essay "A Unique Grace" incorporated in the book *The Long Shadow*, expresses the hope for a better future based on a culture of shared love and compassion that transcends religious Identity:

Aaiye Haathuthaayen hum bhi
Come, let us raise our hands in supplication
Hum jinherasmeduayaadnahin
We, who do not remember the ritual of prayer
Hum jinhesozemohabbatkesiwah
Who, except the passion of love,
Koi but, koi Khudayaadnahin
Do not remember any idol, any god. (p.63)

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THE FOREST IN CONTEMPORARY AMERICAN POPULAR FICTION

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Abstract

'Where Do We Come From? What Are We? Where Are We Going?' isn't merely a painting by Paul Gauguin but a question that people have often asked themselves. This paper analyses these very questions in the popular film, 'Avatar'. Although the film is known for its huge popularity and blockbuster status, it also uncovers several truths about the human condition which is made relevant by the symbolic juxtaposition of characters and settings, which shall be analyzed under the Freudian aspects of the human psyche; the contrasts between Oriental and Occidental cultures; the Nietzschean theory of Apollonian and Dionysian aspects of man; the tussle between 'Christian' behaviour and 'Pagan' belief; and the Postcolonial aspects of race and identity.

Keywords: *Cinema, Race, Identity, Postcolonial*

Forest as a Setting

In literature, especially in American Literature one sees various instances of the quieting of the conscience, the awakening of "The horror!" in men who are otherwise civilised, christian and chaste. *Stopping by Woods on a Snowy Evening*, *Young Goodman Brown*, *Scarlett Letter* and *The Emperor Jones* are wonderful examples of the overpowering dark will of the forest which casts a demon-like spell on people.

Avatar is set in a far-off imaginary planet called Pandora, and similar to the classical myth, Pandora is a place where all the metaphorical evils of the box manifest themselves. At least this is what the audience is made to believe as they undertake this other-worldly journey with Jake. It turns out however, that the scenes and settings were not as other-worldly as they seem to be: in an interview, James Cameron states how inspired by the Earth's own flora and fauna he was. Personally having been on a deep sea diving expedition, he explored regions of the ocean that are too difficult to record on camera. The forests as seen in both *Avatar* and *Twilight* (a recent Gothic Romance trilogy, also made into films) seem immeasurable and formidable and this is the kind of environment that deep sea divers actually encounter, the point being that vast untamed regions of green are catalysts to the imagination, not only of the movie maker but that of the viewer or reader. Being taken into a place where the foliage is thick and in abundance gives one a romantic inclination to accept the supernatural and alien elements, developing a suitable environment for "the willing suspension of disbelief".

But not just the deep sea, one notes that the 'Hallelujah Mountains' in the movie *Avatar* bear a great similarity to the Chinese Huang Shan mountains. The forests of the planet are thick with foliage similar

to tropical regions on Earth and even the Na'avis' skin colour, which is blue, is inspired by the popular depiction of the Hindu God Krishna, who's several incarnations are called his 'Avatars'. This gives us a great insight into the way in which the film distinctively separates the Pandora population as significantly the 'other', as, much inspiration is drawn from the East or the Orient. Even *Twilight* bases the Vampire and Native American populations in parts of the forests surrounding Forks city. Most of the scenes depicting the vampires happen in the forest. The idea of the forest being hostile is further intensified by the fact that its density does not allow much penetration by vehicles (a symbol of civilisation), people visiting the woods have to travel on foot.

Forest as a Symbol

The forest, which is the home to evil incarnates and primitive humanoids seems to be a daunting dark character which brings out primitive instincts in man. While Jake finds himself ruthlessly killing a predator, he falls in love with a Na'avi and the couple give into their passions. So it seems that the forest is a region where the Id gains precedence. Even in the *Scarlet Letter*, the little girl, Pearl, is connected to the forest not only by her illegitimate and therefore, sinful origin, but also by her name, 'Pearl' being formed in the deep recesses of the ocean like the deep dark unconscious of the human mind.

Hawthorne dwells a lot on Puritan America, it is where American literature roughly begins chronologically: at the European settler coming to inhabit a vast land, very different from the one they have known. America unlike Europe did not have clear cut divisions or kingdoms; it did not have any set rules or values. The immigrants had to lay the foundations to what would later become a nation. A culture had to be set up, because the ones that already existed (Native American) were considered barbaric. The forest which then seemed indomitable was home to Native Americans who had a very different way of life. Years were spent destroying forests and the people who thrived within them. Unfortunately, the Natives were prone to be portrayed as evil doers, witches and people who indulged in black magic, such images inspire *Scarlet Letter* and *Young Goodman Brown*.

This furthers the idea (later dwelled upon in the sub point 'Capitalism') that only one way of life is acceptable. Though America is a nation founded upon the principles of Liberty and Equality, one knows that the terms are at times conditional, allowing people to be free as long as they do the things that the established institutions declare as correct, therefore, exercising a paranoid control over the public that almost seems Communist in nature, such ideas are also reflected in Pinter's, *The Birthday Party*.

Darwin says the forest, is the place of origin of all species; the manner of living in the world depends on the environment. And therefore, it seems quite easy to accept that man does find a sort of home in the forest. The way the human species had done for centuries before man could build houses. If Jake turned out alright at the end of the film it was because of his unbreakable will and verve to survive. Nature connects with human beings because human beings are a part of nature. The connection may be difficult to see, but it is never-the-less, always present.

Jake, The Protagonist

Eve wanders in the garden of Eden and finds, perchance the Tree of Knowledge and is tempted by the devil incarnate into eating the fruit. This is why Stephanie Meyer, the author of the novel *Twilight*

included the lines:

*But of the tree of the knowledge of good and evil, thou shalt not eat of it:
for in the day that thou eatest thereof thou shalt surely die.*

In the beginning of the text to symbolise Bella's choice to pick a dangerous lover, who is seen in the movie as offering her an apple at their school lunch room. It also symbolises teenage struggles with sexuality and Bella's fight to balance the Dionysian side of her love for a boy who knows he can break all the rules, "...since I'm going to hell."

Christabel, Coleridge's famous tragic heroine goes to the forest to pray for a lover and having found a woman (probably abducted or raped) helps an evil enchantress into her home, and even carries her over the door posts like a groom, his bride. She chooses to sin out of curiosity and the thrill of a feeling she hasn't felt before and therefore cannot understand.

Young Goodman Brown in the short story of the same name by Hawthorne, also walks into the forest to meet with the Devil himself only to test his 'Faith'. His doubt and curiosity being the reason for his downfall.

Jake is the narrator (and protagonist) and ushers us onto a new planet. He is has retired from the United States Army and handicapped, he comes onto the planet and begins to study and then spy on the Na'avi, in the beginning it is an easy task, for he has spent time in the army killing terrorists in the Middle East; but this proves to be difficult once he develops a bond with the Natives. Formerly he kept his job because it was liberating to live in his avatar form because it wasn't handicapped like his human body, he was rational and treated his job in a business like manner, recording and analysing his observations and data, but the Apollonian side soon diminishes as he begins to enjoy the boisterous thrill of living in the forest. It is this marriage of the Apollonian and the Dionysian in the characters, like the bonding of the Avatar and human forms of Jake, that completes the plot and the whole creative process.

They Becoming We

Differences among peoples can be physical: hair colour or texture, skin colour, or body structure. that is what has given rise to disputes among different cultures. Cultural differences like differences of language, accent, religion, also exist.

The Na'avis are tremendously different from homo sapiens, they even inhabit a different planet but Jake embodies both species and cultures in one soul. He takes the form of the 'other' just as a job at first. The humanoid form of himself, however, is liberating, as his humanoid form is perfect, unlike his human body which is handicapped. He is thrown into the path of danger, and unintentionally finds himself accepted by the locals who would otherwise regard the 'avatars' as intrusive outsiders. Then unfolds his exciting journey into the Pandora landscape and his slow bonding with his teacher Nayi'tri, (whom he falls in love with) and the rest of the tribe.

The Na'avis however, live in a tree, called 'Hometree', which has grown since time immemorial and provides shelter to the whole tribe. The ground under the tree however, is rich in 'Unobtanium', a valuable energy resource for Earth. Jake's main job is to blend in with the locals, gain their trust and then

to spy on them. Later, he is told to try and coax them out of Hometree so that the Neo-Colonisers from Earth could begin mining. Jake however realises, that nothing could tempt them away from the life they lived. In the violent clash that ensues between the peoples, Jake supports the tribals and chooses to wholly embody the 'avatar' and give up his white man form. The white American man embodies the other, and unites them. He chooses to be Blue. Becomes the other: therefore, 'They' becomes 'we'.

Capitalism

It is also interesting to note the various political and economic trends that are reflected in films. The most literal ones being about the World Wars, but there are several subtler references and depictions of the world in some popular films, one of them being the *Star Wars* series, the older films being Space Adventure versions of the Cold War.

Avatar too indirectly critiques capitalism. As mentioned above, traders have come to Pandora to mine a very useful mineral because Earth's over consumption has led to an energy crisis. Jake desperately tries to find a means to convince the people to leave Hometree and be compensated by the gifts of Capitalism, that is, limitless products, the temptation of technology, the English language and all other things that could make them more 'civilised'. However, Jake realises that all his efforts are in vain, nothing can tempt them away from their traditional home. Life on Pandora gives them everything they need, they not only realise this but are also grateful and thankful to 'Eywa', the mother goddess who has blessed them with the gifts of nature upon which they survive. This comes as a clear lesson to the Capitalists who constantly teach people to be dissatisfied with what they already have, through advertisements. Mass production and huge sales have probably led to the energy crisis in this fictitious world which bears daunting similarities to the real world. The modern America has diverged greatly from the restrictive, simple and stoic Puritan ways of the past. But the method of destroying the set ways of the other and trying to install ones own ideology has not changed either in the fictitious world of Pandora or in the real one. However, the view of the forest has changed over time, it began as a space from which evil incarnates emerge and witches conducted their demonic rituals, and now, is represented as a place with equal positive and negative implications. Both daunting and amazing, it still remains a massive space where the imagination of the artist runs wild. However, being our common place of origin, according to Darwin, it is also the place where the so-called diverse peoples may become one.

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SHAME AND VIOLENCE : SUPPRESSING / IMPOSING IDENTITY

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Abstract

A tribute to Feminism as a movement lies in its strength as a social movement as it has the power to expand women's aspirations and improve their lives without enlisting them as card-carrying feminists. Feminism is not dependent on ideological purity (indeed, it has always been a mixture of conflicting ideologies) or any formal organizational structure. In the nineteenth century feminism drew upon countless unaffiliated voluntary associations of women devoted to social reform or self-improvement. In the nineteenth century many, or maybe most, women who took part in the feminist movement saw themselves as paragons of femininity. The great historic irony of feminism is that the supposed feminine virtues that justified keeping women at home—sexual purity, compassion, and an ability for nurturing—eventually justified their release from the home as well. Late-twentieth-century feminism has similarly drawn upon consciousness-raising groups, professional associations, community-action groups, and increased work-force participation. Feminism, however, is popularly deemed to represent an opposing belief that men and women are equally capable of raising children and equally capable of waging war. Thus, feminism represents, in the popular view, a rejection of femininity of middle-class women, wrought partly by economic forces and a revolution in birth control. Throughout its 150-year history feminism has insinuated itself into the culture as women have sought to improve their status and increase their participation in the world outside the home. The paper looks at Feminism as a movement in the present context and analyses what needs to be done in the global journey of women claiming their rights.

Keywords : *Feminism, Women's Rights, Gender Equality, Economic Independence*

Introduction

"A tired woman cannot make a good wife"

When we introduce Feminism, it should always begin with the three waves, how the women of the world have faced suppression and oppression in every phase of life and whenever they want to come out of it, they have been suppressed by their own people or society.

In the first wave (1830's – early 1900's): Women's fight for equal contract and property rights. Often taken for granted, women in the late 19th to early 20th centuries realized that they must first gain political power (including the right to vote) to bring about change. How to fuel the fire. Their political agenda expanded to issues concerning sexual, reproductive and economic matters. The seed was planted that women have the potential to contribute just as much if not more than men.

"A willing body at night, a willing pair of hands and feet in the day and an obedient mouth". (231)

The second wave (1960's-1980):

Coming off the heels of World War II, the second wave of feminism focused on the workplace, sexuality, family and reproductive rights. During a time when the United States was already trying to restructure itself, it was perceived that women had met their equality goals with the exception of the failure of the ratification of the Equal Rights Amendment (which has still yet to be passed).

Misconception

"A tired woman cannot make good wives"

This time is often dismissed as offensive, outdated and obsessed with middle class white women's problems. Conversely, many women during the second wave were initially part of the Black Civil Rights Movement, Anti Vietnam Movement, Chicano Rights Movement, and Asian-American Civil Rights Movement, Gay and Lesbian Movement and many other groups fighting for equality. Many of the women supporters of the aforementioned groups felt their voices were not being heard and felt that in order to gain respect in co-ed organizations they first needed to address gender equality concerns.

Women cared so much about these civil issues that they wanted to strengthen their voices by first fighting for gender equality to ensure they would be heard.

The third wave (1990's – present): The "micro politics" of gender equality

Today and unlike the former movements, the term 'feminist' is received less critically by the female population due to the varying feminist outlooks. There are the ego-cultural feminists, the radicals, the liberal/reforms, the electoral, academic, ecofeminists... the list goes on.

Women all over the world are on the verge of completing the massive delayed revolution that needs to be won for women. It is a delayed revolution because all the rights that would make women free and equal citizens of this country, persons able to develop to their full potential in society, were won on paper long ago. But we are not really free and equal if the feminine mystique keeps us from freely using our rights; if the only world we really are free to move in is the so-called woman's world of home; if we are asked to make an unreal choice no man is ever asked to make; if we think, as girls, that we have to choose somehow between love, marriage and motherhood and the chance to devote ourselves seriously to some challenge, some interest that would enable us to grow to our full human potential. Are we really free and equal if we are forced to make such a choice, or half-choice? Traditional roles of women are merged with the possibility of women as individuals, as decision-makers, as creators of the future. We do not know

how strong we could be if we affirmed ourselves as women and joined together, instead of each woman feeling freakish and isolated, as if no one else but herself had the brains and the courage to look beyond that young peak of marriage and childbirth that the feminine mystique enshrines. Men as well as women are victims of the feminine mystique. We must simply break through this curtain in the minds of women in order to get on with the massive delayed revolution of women who are doing the housework of politics, who, trapped in the feminine mystique, acquiesce merely to lick envelopes, take nominal posts in ladies' aid auxiliaries, collect furniture for auctions, and second nominating speeches. Freed from their self-denigration, however, they could hold policy-making positions, run for the county committee, serve on the town committee, run for the state Senate or Congress, go to law school and become a judge, or even run for Vice President. We know more than we think we know politically, and we are not using this knowledge. Of all the passions open to man and woman, politics is the one that a woman can most easily embrace and move ahead in, creating a new pattern of politics, marriage and motherhood. Only self-denigration stops women in politics. In addition, there are the great number of women who could be artists, who are artists but do not take themselves seriously as such. All that keeps a woman of talent from being an artist is her false image of herself, the fear of making the commitment to discipline herself—and of being tested. A woman who has had the strength to innovate in the community—who has led in solving new problems in education, politics, mental health, and in all the other problems that women have worked on in their suburbs and cities in recent years.

But in the long run, identifying feminism with femininity offered women limited liberation. The feminine weaknesses that were presumed to accompany feminine virtues justified the two-tier labor force that kept women out of executive positions and political office and out of arduous, high-paying manual-labour jobs (although women were never considered too weak to scrub floors). By using femininity as their passport to the public sphere, women came to be typecast in traditional feminine roles that they are still playing and arguing about today. Are women naturally better suited to parenting than men? Are men naturally better suited to waging war? Are women naturally more cooperative and compassionate, more emotive and less analytic, than men?

A great many women (and men) still seem to answer these questions in the affirmative, as evidenced by public resistance to drafting women and the private reluctance of women to assign, and men to assume, equal responsibility for child care. Feminism, however, is popularly deemed to represent an opposing belief that men and women are equally capable of raising children and equally capable of waging war. Thus, feminism represents, in the popular view, a rejection of femininity.

"Always adjusting to everybody's needs" (227)

While the roots of feminism are buried in ancient Greece, most recognize the movement by the three waves of feminism. The third being the movement in which we are currently residing. All of the above aptly describes woman's identity crisis. It is not simply a modern anomaly, but an age-old dilemma familiar to each individual. Eventually each of us recognizes the need to know who we are. We were never intended to have a self-centered identity. We were expected to have a God-centered identity.

In the simple and concise words, we have the summation of our equality, the duality and mutuality of our humanity. We see in those few uncomplicated words that we project the image of God as male and female,

since God is male-female in his totality. It is necessary therefore to encompass both the male and the female in order to have a balanced projection of who God is.

The father is to represent leadership, authority, and objective truth. The mother's role is nurturing life in the framework of subjective truth: love, compassion, submission. These attributes are necessary to the role of nurturing life. We need to be concerned, then, with being whole women, as well as with what being whole women contributes toward making whole men. It is the two in complement which reflects the image of God. This is the definition of our humanity. Husbands, live considerately with their wives, bestowing honour on the woman as the weaker sex, since you are joint heirs of the grace of life.

The unity of mankind is symbolized in God's intention for the marriage relationship. God planned the unity of our humanity from the beginning, when he created us male and female.

Woman is the glory of man is to me one of the most beautiful things that can be said about woman! Notice he does not say that she is the image and glory of man. She is the image of God, and that is why and how she may be the glory of man. It is in bearing his image that we find our identity and our security. The issue here is one of authority in human relationships---authority, not equality. We also see the authority structure. He first created the man because it is in maleness that God's authority is portrayed. Paul reminds us that this is loving authority. In the male is invested the responsibility of leadership. .

Closely related to the identity issue is the problem of authority. Both must be settled ultimately and finally in our relationship to Jesus Christ. Once we have settled the question of whether God is going to be God in our lives, once we have submitted ourselves to his sovereign control, then we have settled the authority issue. The human relationships will fall in line naturally from that perspective. Our equality, our identity, and our relationship to authority are all resolved in our understanding of God's creative intent for humanity.

Changes in the Role of Women (Corporate Identity)

In the past, the major shift in identity that women faced was the transition from mother to freedom. Now the career-minded woman's life path more closely resembles a man's, shifting aspirations with the turn of each decade of their lives. Yet the reasons for the shifts differ for women. Women now enter the workplace with high expectations of career advancement. Many in their 20's say, "I want to be CEO" then face the reality of having to live in the trenches for a while before they can rise up.

As they enter their 30's and their career focus narrows, they seek meaningful and challenging work, saying, "I want to prove my value and make a significant difference." This is where their development splits off from men. As they cope with the ongoing inequality in the workplace, their disappointments of dreams unmet, and continually feeling misunderstood and mismanaged, they begin to drop off the corporate ladder. Their personal values and corporate values may become irreconcilable.

By the time they enter their 40's, many lose their taste for proving themselves. I have met many top performers who feel they can accomplish more working on their own or with a group of enlightened consultants/coaches. Others take lateral moves to keep their minds challenged and their lives in balance. Some drop off the grid to discover themselves.

A woman from my research went from being a celebrated marine biologist to an international sales executive to a management consultant and is currently raising her daughter and contemplating her next career move. She told me she was taught to always raise her hand. Now in her 40's, she is questioning what she is raising her hand for. These women have not faced a crisis, but they are facing a *mid-life quest for identity*.

This quest might even endure into their 50's and 60's as circumstances change and desires surface. It is possible that women without careers go through significant explorations each decade as well. For smart, goal-driven women, a mid-life crisis isn't about recovering lost youth. It's about discovering the application of their greatness. If they only see through the false image, they can so easily make the little choices—not the fake big ones such as marriage versus career, but the little ones—that, if made all along, will easily create a new image of woman. And even if their choices involve effort, work, a few conflicts and problems that have to be solved, these are easier problems than that desperate emptiness a woman faces at thirty-five or forty after she realizes that all her life cannot be lived in lifelong full-time motherhood is that no one has defined what "greatness" looks like so the quest has no specific destination.

Conclusion

The main issues we face today were prefaced by the work done by the previous waves of women. We are still working to vanquish the disparities in male and female pay and the reproductive rights of women. We are working to end violence against women in our nation as well as others. We are still fighting for acceptance and a true understanding of the term 'feminism,' it should be noted that we have made tremendous progress since the first wave. It is a term that has been unfairly associated first, with ladies in hoop skirts and ringlet curls, and then followed by butch, man-hating women. Due to the range of feminist issues today, it is much harder to put a label on what a feminist looks like. Quite frankly, it all comes down to the dictionary's very simple yet profound definition: "the theory of the political, economic and social equality of the sexes." If that's what a feminist is – who wouldn't want to be called that?

"We talk of revolution- political and economic and yet the greatest revolution in a country is one that effects improvement in the status and living conditions of its women."
 – Jawaharlal Nehru

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THE PORTRAYAL OF HIDEOUS VICTORIAN SOCIETY IN BROWNING'S : 'THE LABORATORY'

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Abstract

Society has always played a significant role in shaping our thoughts: creating stereotypes and restricting our imagination. Victorian society's attitudes and culture, focused on highly moralistic, straitlaced language and behaviour. Browning startled Victorian readers with psychological and psychopathic realism. Themes of jealousy, revenge and murder (in association with 'love') in his works gives us a chance to glance inside the head of a psychopath. This paper shall study how Robert Browning exposes the ugly side of the beautiful emotion, 'love'.

Browning's poem 'The Laboratory', is based on a real-life figure, a French woman Madame- Brinvilliers, a notorious serious killer who had her head chopped off in the 17th century. But, in a very subtle way Browning through this poem illustrates the gruesome truth about society in the 19th century. The poem in its simplest ways depicts the appalling effects of romantic treachery. How a simple human emotion 'jealousy' could turn a person towards sadism. It makes us familiar with the twisted psychology of a killer or, in other words, the helplessness of an intelligent woman who just can't take it anymore. This paper shall question the ideas of good or bad. Is there really a line between righteous anger and insanity or that just hinges on the norms of society? Why did the woman take revenge from her romantic rival instead of the man who cheated on her? Isn't the serene feeling of 'love' behind the stimulation of hate?

Keywords: *Revenge, Jealousy, Female-Psyche, Treachery, Victorian Age*

Over the years, human beings have managed to revolutionize every aspect of their lives in every possible way one can imagine. Yet, if we go back and study Shakespeare and compare it with a present scenario, we can see that in centuries gone by everything has changed but human emotions are still the same. Works of the earlier centuries are still studied and found as relatable to us as they were at that time.

Browning's 'The Laboratory', is a fictional account of a serial killer Madame de Brinvilliers, during the reign of King Louis XIV of France. The poem was published in the Victorian Era, an era when human emotions were explicitly put to control in the name of morals and principles. The age is known to be famous for its ethics and integrity.

But, if we study these centuries and the morals looked upon over the years, we will find that the ethics that were the pillars of the society of a particular time period were perceived different for men and women. Ironically, men were given the label of being superior and women were subjected to

them as being inferior of the lot, though the pillars on which the society was held were in the hands of women.

Over the years, people have been criticizing as how women cannot be trusted or two women can never be friends, completely ignoring the fact that it is the society which has taught them to envy each other, to not show kindness to one another.

Jealousy is the emotion that a lover experiences when faced with the possibility of losing a beloved to a rival. It makes people act in a crazy manner and become paranoid. Browning in his poem 'The Laboratory', gives us a chance to see people in situations that we all have felt or know about, feeling the way we have, but acting in an extremely fanatical way that no one can imagine. This poem also raises questions and somehow makes one think if the lady in the poem was justified or not. This paper will discuss such questions and will try to understand the concept of the grey. There is love and hate both inside each and everyone one of us as this world is full of dark emotions.

Jealousy is a powerful and complex emotions experienced at the loss, real or imagined, of something or someone one believes is theirs. Novelists over the years have used jealousy to explore the relationship between writer and reader, as well as between fiction and reality. The most intriguing part is how this emotion of jealousy operates differently in men and women.

From the age-old epic Mahabharata, where a woman becomes impure even after a touch of a man whereas, a king can have as many wives as he wants to be in bed with, to the stories considered a bit modern like Hamlet, women are blamed for every misdeed that takes place and is prone for the wrong use of emotions. At every step woman are made to believe inferior and are dominated by men in every aspect of their life.

Jealousy is often accompanied by feelings of helplessness, with increasing doubts in sense of self and increased paranoia. Writers like Robert Browning, help us understand the psyche of people who let their negative emotions lead them to react violently to their situations and leaves his to think whether their actions were wrong or not? 'The Laboratory', narrated by a young woman to an apothecary, who is preparing her a poison with which she will kill her rival at a nearby royal court. In lay man words, it is a story about her lover, who left her for another woman and the ensuing revenge. The poem reveals her to be a woman of power and intelligence using erroneous ways to get her way or the vulnerability of the lady of such a strong mind when it comes to losing her love interest. This poem raises questions like why did the woman choose to kill her romantic rival instead of the lover who cheated on her? Society's workings have taught women to envy each other and to mull over each other as competition, which majorly is the reason of arousal of such negative emotions inside the mind of a woman. So, was this anger righteous or was it the fault of lady keeping in mind that that is what she had been taught over the years?

Another thing that comes to our mind while reading the poem is that why the woman used poison to kill her rival. During the reign of King Louis XIV of France, the Affair of the Poisons was a major murder scandal in France which took place in 1677–1682. During it, a number of prominent members of the aristocracy were implicated and sentenced on charges of poisoning and witchcraft. So, we can see that the woman used the way which was already in trend at that time. Another interesting thing we can assume

here is that, the woman used poison instead of a sword or a knife because of the biased view of the society that considered these weapons to be also used by men only.

According to Freud's Psychoanalytic Theory, "The 'Id' is the part of the mind, which holds all of human being's most basic and primal instincts. It is the impulsive, unconscious part of the mind that is based on desire to seek immediate satisfaction. The id does not have a grasp on any form of reality or consequence." "In order for people to maintain a realistic sense here on earth, the 'Ego' is responsible for creating balance between pleasure and pain. It is impossible for all desires of the id to be met and the ego realizes this but continues to seek pleasure and satisfaction." And, "The 'Superego' can be considered to be the conscience of the mind because it has the ability to distinguish between reality as well as what is right or wrong." These three together make up our personality and define who we are.

If we look onto the times of the story where the woman choose to take up revenge using poison because everyone was doing so or how she had hatred for the other women inspite of the wrong doings of her own lover , what we can imagine is that , maybe there was no 'superego' present or even if it was there, 'id' won over it to the extent that she turned into a sadist and a killer. So, what now comes to our mind is that whether what she was doing was justified or is it still very hard to accept the fact that human hatred can force someone to go to that extent. And, Is there really a line between righteous anger and insanity or that it just hangs upon the hinges of the norms of the society?

One of the famous quotes of the most celebrated fiction novel Harry Potter, "We've all got both light and dark inside us. What matters is the part we choose to act on. That's who we really are", gives us the concept of 'Grey', i.e., that none of us are totally good nor completely evil.

In most cases, one side has better reasons and more good people than on the other. The protagonists usually fight for this better side. While the audience roots for the better side, they still have sympathy for the opposition, and often specific characters from the other side will be seen as Worthy Opponents. The woman in the poem belongs to the 'other side' and indeed, Browning made us more compassionate with her situation and also let the readers ponder as to whether her behaviour was justified or not.

Robert Browning's another astounding work, 'My Last Duchess', also depicts a similar or negative shade of love, jealousy. The poem is about the Duke of Ferrara who is also the narrator of the poem. Although he is on his best behaviour, the Duke of Ferrara demonstrates many sociopathic tendencies as he recalls the time he shared with his now-deceased Duchess. Apparently, the Duchess was easily pleased: she smiled at everything, and seemed just as happy when someone brought her a branch of cherries as she did when the Duke decided to marry her. She also blushed easily. The Duchess's genial nature was enough to throw the Duke into a jealous, psychopathic rage, and he "gave commands" that meant "all smiles stopped together", in other words, he gave orders to kill his wife. This poem is based on real-life figures depicting the shady emotions that accompany 'love.' Robert Browning indeed portrayed human emotions and helped the readers to get in touch with the dark-side, the side people do not talk about. Victorian Era was the age in which these poems were published but in a subtle way these questions and thoughts still prevail in the society and leave us spell-bound.

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Impetus – Xavier's Interdisciplinary Research Journal

St Xavier's College, Jaipur

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Published at :
St. Xavier's College, Hathroi Fort Road, Jaipur, Rajasthan, India

August 2018

ISSN 2278-0254

Publisher

Jaipur Xavier Educational Association (JXEA)
St. Xavier's College
Hathroi Fort Road, Jaipur, 302001

Chief Editors

Ms. Ranjit Kaur

Dr. Shikha Arora Bakshi

St. Xavier's College,
Jaipur

Subscription

Impetus is published once a year
Annual Subscription: Rs 500/-

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Printed at

Kumar & Company
Jaipur

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